# THE CASH BOX

AMERICA'S ONLY WEEKLY MAGAZINE EXCLUSIVELY DEVOTED TO THE JUKE BOX INDUSTRY.


# Music Section

*April 17, 1948*

## HADDA BROOKS

Widely hailed by music operators as the "Queen of the Boogie," chirp Hadda Brooks has continuously demonstrated her popularity via a slew of click recordings. Well known to music ops throughout the land, Hadda has appeared on behalf of the Damon Runyon Cancer Fund, Coin Machine Industries Division, time and again. Her smash disking of "That's My Desire" and "Trust In Me" proved to be coin winners this past year. Currently filling the machines with coin on "Honey, Honey, Honey," Hadda is likewise playing to capacity audiences on a personal appearance tour throughout the East. Exclusively featured on Modern Records. Personal Manager: Joe Bihari.

## FEATURES


★ *The Nation's Top Ten Juke Box Tunes*
★ *The Cash Box Record Reviews*
★ *Juke Box Regional Record Report*
★ *'Round The Wax Circle*
★ *Hot In Harlem*
★ *The Broadway Beat*
★ *Rollin' 'Round Randolph*
★ *Folk and Western Record Reviews*
★ *The Nation's Big 5 Hillbilly, Folk & Western Juke Box Tunes*
★ *Hot On Chicago's South Side*
★ *The Cash Box Disc-Hits Box Score*

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with

# LENNY HERMAN

and his Hotel Astor Orchestra's

## MANOR RECORDING OF

"Pin Up Polka"

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DEDICATED TO

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PIN UP GIRLS

backed by

"HEY GOOMBA"

on MANOR RECORD 1019

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# The Nation's TOP TEN Juke Box Tunes

**The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.**

## CODE

| | | |
|---|---|---|
| AL—Alladin | KI—King | RE—Regent |
| AP—Apollo | MI—Miracle | SA—Savoy |
| AR—Aristocrat | MA—Majestic | SD—Super Disc |
| BU—Bullet | ME—Mercury | SI—Signature |
| CA—Capitol | MG—M-G-M | SP—Specialty |
| DA—Davis | LO—London | ST—Sterling |
| CN—Continental | MN—Manor | TO—Top |
| CO—Columbia | MO—Modern | TC—Twentieth Century |
| CS—Coast | MU—Musicraft | UN—Universal |
| CE—Celebrity | NA—National | VI—Victor |
| DE—Decca | RA—Rainbow | VT—Vitacoustic |
| DEL—Deluxe | | |
| EX—Exclusive | | |

### 1 NOW IS THE HOUR

*Retains its hold on first place, with play booming throughout the nation.*

CA-15024—Margaret Whiting
CO-38061—Horace Heidt O.
CO-38115—Buddy Clark
CM-7502—Jerry Wald O.
DE-24378—Bob Carroll
DE-24279—Bing Crosby
LO-110—Gracie Fields
MA-1191—Eddy Howard O.
ME-5103—Les Paul Trio
MG-10125—Kate Smith
MU-532—Shep Fields O.
SI-15178—Ray Bloch O.
VI-20-2704—Charlie Spivak O.

### 2 SHINE

*In third place last week, the sensational return of this ditty boosts it up to the second spot this week.*

DE-48074—Slim Green
DE-25354—Ella Fitzgerald
DE-25353—Guy Lombardo O.
DE-24382—The Mills Bros.
ME-5091—Frankie Laine
VI-20-2760—Hot Qintette

### 3 BUT BEAUTIFUL

*In fourth place a week ago—into the third hole this week. Coining coin galore.*

CA-15024—Margaret Whiting
CO-38053—Frank Sinatra
DE-24283—Bing Crosby
DE-24294—Bing Crosby
LO-142—Denny Dennis
ME-5096—Frankie Laine
MG-10126—Art Lund
MU-538—Mel Torme
SI-15117—Ray Bloch O.
VI-20-2616—Tex Beneke O.

### 4 MANANA

*Moves up to the fourth spot after a short stay in fifth place.*

CA-15022—Peggy Lee
DE-24333—Mills Bros.
LO-187—Edmundo Ross
VI-20-2819—Joe Loss O.

### 5 I'M LOOKING OVER A FOUR LEAF CLOVER

*Drops to take over the fifth slot this week, altho play continues to hold.*

CA-491—Alvino Rey O.
CO-38100—Tony Hill O.
CO-38081—Arthur Godfrey
CO-38082—Cody Fox
DE-24319—Russ Morgan
ME-5105—Frankie Laine
ME-5100—Uptown String Band
MG-10119—Art Mooney O.
MU-543—Polka Dots
RA-10043—Jimmy Saunders
SI-15117—Ray Bloch O.
TR-220—Alexander O.
VI-20-2668—Three Suns
VI-20-2787—Curly Hicks

### 6 SABRE DANCE

*Moves up one notch this week to garner the sixth spot.*

CO-38102—Woody Herman O.
DE-24388—Victor Young O.
MG-30048—Macklin Marrow
SI-15180—Ray Bloch O.
RE-111—Don Henry Trio
VI-20-2721—Freddy Martin O.

### 7 BECAUSE

*In ninth place a week ago—this terrific oldie booms into the lucky seven spot.*

VI-20-2653—Perry Como

### 8 BABY FACE

*Holds onto the eighth spot with play continuing in strong proportions.*

AP-1114—Phillie All Stars
CO-30014—Jerry Wayne
DE-25356—Henri King O.
KR-216—Uptown String Band
ME-2120—Aqua String Band
MG-10156—Art Mooney O.
ST-294—Hum & Strum
TO-294—Benny Strong O.
PA-1105—Ferko String Band
UN-627—Milt Scott O.
VI-22879—Sammy Kaye O.

### 9 BEG YOUR PARDON

*Drops from the six spot it occupied a week ago to grab onto ninth place.*

BU-1012—Francis Craig
CA-490—The Dinning Sisters
CO-38036—Frankie Carle O.
DE-24339—Russ Morgan O.
MG-10140—Art Mooney O.
VI-20-2647—Larry Green O.

### 10 TOOLIE OOLIE DOOLIE

*Terrific demand for this ditty booms it into the Top Ten. Ops peg this one for a long stay.*

CA-15059—The Sportsmen
CN-1223—Vaughn Horton
DA-2015—Dana Serenaders
DE-24380—Andrews Sisters
FL-5005—Alpine Belles
LO-201—Johnny Dennis
SP-5505—Larkin Sisters
ST-1013—Dick Hayman
VI-25-1114—Henri Rene O.

*Save Time and Money*

**ON SERVICE CALLS**
***when you install***
**WEBSTER-CHICAGO NYLON NEEDLES**
***with Knee Action***
(Pat. Appl. For)

Want to make fewer "in-between calls" and at the same time nearly double record plays? You can when you install the sensational Webster-Chicago Ivory Nylon Needle with KNEE ACTION and precious jewel tip. Pays for itself in a matter of weeks! **$3.50**

CHECK THESE FEATURES:

✔ Nylon—filters scratch even at high frequencies!

✔ Nylon—customers like the finer reproduction!

✔ Nylon—resilient tracking ends groove hopping! (groove pinch and destructive wear)!

✔ With Knee Action—feather-touch "give" protects and preserves records ends lateral pressure!

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# "FOOLIN'" . . . UH-HUH . . . IT'S BULLET'S

New Francis Craig record! Bob Lamm vocalizes song-sational "FOOLIN'" ON RECORD No. 1013....Backed by hit-wise "DO ME A FAVOR DEAR". "BEG YOUR PARDON" and "LOOKING FOR A SWEETHEART", RECORD No. 1012, is really going strong. Francis Craig's, "NEAR YOU" RECORD No. 1001 . . . . it's tops!

*Order from your nearest distributor*

**BULLET RECORDS**
423 BROAD ST., NASHVILLE, TENN.
64573

# JUKE BOX OPERATORS!

## HOW MANY PLAYS MUST YOU GET FROM A RECORD TO MAKE IT PROFITABLE TO USE IN YOUR EQUIPMENT?

**NOTICE:** for years automatic music operators have complained about records not giving them "enough play". The time has arrived when *The Cash Box*, in cooperation with the entire automatic music industry, believes that a "standard" should be set so that all will realize exactly the minimum number of plays required from each record to make it profitable to operate in automatic music equipment. Remember . . . the weight of the tone arm in your juke box mechanism has much to do with the wearing qualities of any record, 4 ounce tone arms on the old machines eat up records in a hurry, whereas the new machines featuring 1 ounce tone arms give much longer play. The same applies to needles. Operators who change their needles often get better wear from records. Those who neglect to make changes as often as they should find needles "eating away" the records. Clean records play longer. Most record firms supply buffers for polishing records so that they will wear longer and play clearer. The average operator who neglects to clean his records during each servicing is simply adding more overhead to his business. But, with all these things taken into consideration the operator should be able to arrive at a "standard" which will acquaint the record manufacturers with what he believes is the MINIMUM NUMBER OF PLAYS A RECORD SHOULD GIVE to be profitable for automatic music operation.

**HELP US TO SET A "MINIMUM PLAY STANDARD" FOR THE JUKE BOX INDUSTRY! IT MEANS MORE PROFITS FOR YOU! TEAR OFF AND MAIL COUPON BELOW TODAY**

**THE CASH BOX, 381 FOURTH AVENUE, NEW YORK 16, N. Y.**

*Here's the number of plays I believe should become the "standard" for all juke box recordings:*

( ) 25 PLAYS ( ) 75 PLAYS ( ) 150 PLAYS
( ) 50 PLAYS ( ) 100 PLAYS ( ) 200 PLAYS

*CHECK ANY OF THE ABOVE OR GIVE US YOUR OWN IDEAS IN THIS REGARD:* _____

_____

_____

_____

*Signed* _____

*FIRM* _____

*ADDRESS* _____ *CITY & STATE* _____

# THE CASH BOX Record Reviews

### "Little Fellow" (2:56)
### "'Nuff Said" (2:57)

**RAY HERBECK ORCH.**
**(Bullet 1015)**

● Pair of delightful sides from the capable Ray Herbeck ork spill here with the light fashioned tones of "Little Fellow" and "'Nuff Said" weaving thru the wax in mellow time. Piper Hal Munbar to the mike for the ultra sweet, soft wordage of the top deck. Grab the title and you've got the wax message here. Hal's vocal spot is pleasant as it stands, with the band filling in to round out the side. On the flip with "'Nuff Said", Lorraine Benson joins with Hal to spell a cute little piece. Stuff is there for the asking, and should meet with favorable approval by music ops—especially those who operate wired music.

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### "Laroo Laroo Lilli Bolero" (3:03)
### "Spring In Demember" (3:16)

**EDDY HOWARD ORCH.**
**(Majestic 1224)**

● Ultra soft purring by maestro Eddy Howard and a barrel full of pleasure treasure with this cookie. It's the rapidly rising "Laroo Laroo Lilli Bolero" on the top deck, with Eddy piping in slow, tender tones that satisfy. You'll go for the romantic pitch of the ditty—add a voice such as Eddie Howard has, and you've got a coin winner. The maestro-balladeer comes thru for ops again on the flip, another piece bound to stir up sighs and the like among the swoon set. "Spring in December" shows as a disk that can do the trick—and in a big way at that. It's more velvet set to music and of the kind bound to sooth and charm the most avid listener. Get a load of this bit—it's sure to prove itself.

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### "He Likes The Girlies" (2:51)
### "Nightingale Polka" (2:36)

**WALTER SOLEK ORCH.**
**(Harmonia 1175)**

● Label this hunk of wax "must" material for your phonos. Following on the heels of their smash success with "I Love Julayda", Walter Solek and his boys step out in fine regalia to give with more buffalo meat in the person of "He Likes The Girlies" Natch, it's more polka wax, and of the brand that stacks up heavily when it comes to coin play. Sensational wordage of the ditty, coupled with an exceptional arrangement makes the disk as catchy as the mumps. You'll likewise go for the flip, a merry, happy affair flashing in good flavor all thru. Top deck is tailor made for a spot on your machines. With the nation polka happy—we see no reason for it not clicking.

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### "My Happiness" (2:51)
### "They All Recorded To Beat The Ban" (2:49)

**JON & SONDRA STEELE**
**(Damon 11133)**

● Ditty kicking up a storm in the midwest, and rapidly spreading throughout the nation is this bit by Jon & Sondra Steele. Labeled "My Happiness", the wax shows as material well loaded with strong possibilities to score. Ditty spills in slow, tender mood, with the duo pitching pipes in soft hushed manner behind some favorable instrumental backing. Grab the title here and you've got the bill of fare. Stuff should go well in those tavern spots, and especially so with the fans that love to listen. Flip is a take-off on the disk ban, with the title once more offering the wax message. All the coin potential lies within the top deck—it should rack up lively play as it stands.

## DISK O'THE WEEK

### "Nature Boy" (2:46)
### "Lost April" (2:57)

**KING COLE**
**(Capitol 15054)**

KING COLE

● Seldom are we permitted to gaze upon a miraculous event. In this case the event is a recording, titled "Nature Boy" by Nat "King" Cole and Frank DeVol orchestra. Cause for all the excited comment is the remarkable and compelling nature in which this disk is rendered. Nat's ever pleasing simple and relaxed manner show in magnificent tones of quality attained by only few. The disk is unique in that it tells a story—and one that should definitely meet with approval on the part of music operators and their phono fans throughout the land. The flowing-glowing wordage cast a spell upon the listener and draws one back for another earful time and again. Haunting and dramatic music furnished by maestro Frank DeVol is more than enchanting throughout the wax—it ably serves Nat with a medium for a brilliant and rapturous climax. Nat's phrasing of the elegant wordage is immaculate and emphatically points all the more to a dazzling performance. On the flip with "Lost April", from the Goldwyn flicker "The Bishop's Wife", Nat is joined by the trio to offer more moments of ecstatic music. This side is one that will draw live play in the machines also. "Nature Boy" represents a milestone in the music industry. It's latent power as a commanding coin-culler is immeasurable. It is a "must" in your machine!

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### "Bouncing With Benson" (2:41)
### "Boogie Ride" (2:46)

**PAUL WILLIAMS SEXTET**
**(Savoy 664)**

● Pair of flashy sides that ops with race spots can latch onto are these offered in stylish manner by the hep Paul Williams Sextet. Top deck grabs the lead, with an ode to jockey Al Benson spilling. Titled, "Bouncing With Benson", the disk does just that—it bounces and rocks all over the place. Mellow instrumental work is spotted throughout the waxing, with the refrain fine and dandy. On the flip with a choo choo story labeled "Boogie Ride", the crew come thru with more stuff made to order for the jazzophile set. Get next to the pair—they spell coin play.

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**FIGURES SHOWN FOLLOWING SONG TITLES, INDICATE PLAYING TIME OF RECORD.**

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### "Mary Lou" (2:40)
### "Chinatown & Hindustan" (2:41)

**AQUA STRING BAND**
**(Modern 20-278)**

● This thing should slay 'em—and have phono fans standing six deep waiting to play this hunk of wax. It's more string band music, with a pair of fresh and invigorating tunes sure to meet with wide approval. With the fond strains of "Mary Lou" and "Chinatown & Hindustan" echoing in brilliant fashion here, the wax takes on the appearance of top phono material. We go for the top side, bound to get a hypo from its flicker attachment of the same name. Spot vocal on the side is loaded with appeal, with the ork blending to round out the wax. Stuff is sure to go in a zillion spots—hop on the bandwagon.

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### "Love Of My Life" (3:13)
### "You Can Do No Wrong" (3:00)

**HARRY JAMES ORCH.**
**(Columbia 38156)**

● Pair of fashionable sides by maestro Harry James and wax that the moonstruck kiddies can latch onto. Featuring chirp Marion Morgan on the pair, the disk shows with loads of appeal for a phono spot. Top deck grabs all the glory, with the thrush spooning her delightful way all thru. Wax is slow and haunting, and features a weird opening spot. Metro of the ditty, in beguine tempo, is highly suited to the dance crowd. On the flip with "You Can Do No Wrong", balladeer Vinnie De Campo joins the canary for a light novelty spot. Wax is fair as it stands, and altho it won't stop traffic, it should go over well with the many James' fans. Both sides are from the forthcoming MGM flicker, "The Pirate" and should come in for some heavy flack once it breaks.

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### "You Can't Be True Dear" (2:58)
### "Once Upon A Wintertime" (2:47)

**VERA LYNN**
**(London 202)**

● The pipes on this kid makes you sit up and take notice! It's chirp Vera Lynn on a pair that should garner mad raves once it gets around. Pitching pipes to the tempo of the current click "You Can't Be True Dear", Vera displays a beautiful set of tonsils. Waxing weaves in waltz tempo, with the gal's offering mellow throughout. Stuff should earn a spot in your machine—it is that good. On the flip with more romance material, Vera comes back with another potential coin winner in the person of "Once Upon A Wintertime". Stuff is a plush, velvet lined ballad—soft and warm throughout. Orchestral backing by the Bob Farnon ork spikes the disk. For musical pleasure and coin in the phonos—get next to this duo.

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### "Long After Tonight" (3:04)
### "What Do I Have To Do" (3:00)

**ANDY RUSSELL**
**(Capitol 15055)**

● Strong ballading of piper Andy Russell in even more powerful tones on this bit takes on an atmosphere of rich exuberance and the taint of excellent coin play for phono ops. Currently receiving wide raves throughout music circles, Andy's rendition of "Long After Tonight" should meet with heavy approval. Take note that the ditty is prominently featured in the much flack flicker "Arch of Triumph". On the flip for a bit of gaiety, mate Della Russell poins her hubby to pitch a duet on "What Do I Have To Do". It's another picture tune, this time from the Universal-International show "Are You With It?" Wax makes for favorable listening pleasure all the way. The many Russell fans should go for this pair.

NICKEL NABBING NOVELTY!

*

FRED LOWERY

Whistling

**"LA GOLONDRINA"** *(The Swallow)*
**"LA PALOMA"** *(The Dove)*
*With Guitar and Novachord*
**Columbia 37861**

•

**"SONG OF INDIA"** *(From "Sadko")*
**"TREES"** *With Guitar and Novachord*
**Columbia 37864**
*(From Set C-148—WHISTLING FOR YOU)*

**"STAR DUST"**
*With Guitar and Novachord*

**"SONG OF THE ISLANDS"**
*(Na Lei O Hawaii)*
*Guitar and Novachord with Vocal by Dorothy Rae*
**Columbia 37862**

COLUMBIA'S TUNE TIPSTER

BEST BETS

**Janette Davis** — *SURE FIRE*
**"There Ought To Be a Society"**
*(For the Prevention of Cruelty to Poor Unfortunate Lovers)*
**"They Can't Make a Lady Out of Me"**
*With orchestra under the direction of Archie Bleyer*
**Columbia 38096**

**Dick Jurgens** and his Orchestra — *COMING UP FAST*
**"Mama's Gone, Goodbye"**
**"Side By Side"**
*Vocal by band and Jimmy Castle*
**Columbia 38107**

**Ray Noble** and his Orchestra — *WATCH THIS ONE*
**"Suspicion!"**
*Vocal by Ray Noble and "The Noblemen"*
**"Goodnight Sweetheart"**
*Vocal by Snooky Lanson*
**Columbia 38146**

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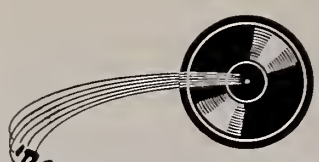

# 'ROUND THE WAX CIRCLE

*by Byrde Gore*

With all the sad, dreary expressions on most faces around Tin Pan Alley, one would think that a wake had hit the street. Most pubbers complain that sheet sales are experiencing their worst slump ever; while diskers aver that record sales continue to hold up. All factions agree that "things ain't what they used to be" —or should be, in this case. Recent trend noted in the biz is that songwriters are taking the initiative and are going out stimulating their own material thru juke box operators. Penners claim that since the publishers and parent record manufacturers won't plug their own songs via juke boxes; they will. And not too surprising is it to see a host of these songwriters come away with beaming smiles. Nevertheless, the slump in sheet music sales, and the comparative tightening in disk circles represents a problem to the biz. To reiterate a wise sage of yesteryear—"What we need is a good 5c cigar."

* * *

Palda Records followed this column's suggestion and recorded the Charlie Tobias-Peter DeRose tune "Babe" by the Ferko String Band. Using 65 pieces, the session was one of the most ambitious to date. "Babe" is dedicated to the King of Swat, the Mighty Sultan, Babe Ruth, and with his approval, will have the advantage of exploitation on the song done thru a flicker being made on the Babe's life and an eight week serial in the Saturday Evening Post. The disk is scheduled for release in two weeks, right in time for the opening of the baseball season.

* * *

DeLuxe Record prexy Dave Braun announces that his firm has set up their own distribution in Baltimore, Md., to cover both the Baltimore and Washington, D. C. territories. The office is under the guidance of Mr. Sidney Bernstein, well schooled in the disk biz. . . . "Bullets" Durgom, personal manager for Andy Russell, the Pied Pipers and other personalities in the music biz has at many occasions been mistaken for Jim Bulleit, prexy of Bullet Records. As a matter of fact they have been receiving each other's mail. The two caught up with each other one day last week and worked up a business arrangement whereby Bullet will release and distrib one of "Bullets" attractions, the Bob Troop Trio. First side is to be "Bye Bye Blackbird" and "Heidi". . . .

* * *

Merrill Kaplan, ace trombonist at the Loew's State for 17 years recently joined the staff of Georgia Music, and has been selling so many records, he tells us he's thru with the horn . . . Keep your eyes peeled for "My Happiness", a storm about to break in record circles. It's on Damon Records . . . Leading pubbery making up viny platters and flashing their ace tune on same to disk jocks and ops alike . . . Couldn't catch our breath after gazing at that smart Daisy Mae that visited us this past week. Daisy is heralding the forthcoming DeLuxe release of "Makin' Love Mountain Style" . . . Duke Ellington, one of the truly greats of our time coming along nicely after a very dangerous bit of surgery. . . . Keep your eyes peeled for "Better Luck Next Time" and "A Fellow With An Umbrella" from the MGM flicker "Easter Parade".

# THE CASH BOX Record Reviews

"At A Sidewalk Penny Arcade" (2:35)
"Crying For Joy" (2:40)

PIED PIPERS
(Capitol 15057)

● Loads of pleasure in store for phono fans with this double-decker. It's the Pied Pipers offering romantic strains of harmony on "At A Sidewalk Penny Arcade". Effective background music by maestro Paul Weston and his boys tag this piece as meat for the soda-sipping crowd. Stuff is soft and refreshing and makes you wanna come back for more. On the flip for the metro of the gallant Gershwin oldie "Crying For Joy", the combo sing their merry way to a ton of coin. The light bounce treatment offered is both delightful and attractive. Latch on to this pair of satisfiers and keep the buffalo heads rolling into your phonos.

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"The Miracle Of The Bells" (3:11)
"Evelyn" (3:01)

TOMMY DORSEY ORCH.
(Victor 20-2779)

● Pair of sides by maestro Tommy Dorsey and the sweet melody of "The Miracle Of The Bells" and "Evelyn" seeping thru. Piper Stuart Foster grabs the lead in the top deck, with his pipes ringing true all the way. Ditty is featured in the flicker of the same name, and should garner a slew of heavy publicity. On the backing with more light refrains, Harry Prime teams with the Clark Sisters to offer "Evelyn". Ditty is soothing and refreshing and should meet with approval in the more quiet spots. The pair will make excellent filler material. Ops that have a spot—take note.

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"Love Of My Life" (3:04)
"You Can Do No Wrong" (3:07)

PERRY COMO
(Victor 20-2784)

● More scintillating music by balladeer Perry Como and a song sure to be on the top of phono lists in the very near future. Titled "Love Of My Life", Perry offers a ton of romantic wordage in exceptional styling. Ballad is very strong and meaningful, with a piper's charmed tonsils spilling an air of tender fragrancy throughout. Beguine beat behind spikes the disk and adds to the tremendous possibilities it has. On the backing with "You Can Do No Wrong", Perry once again comes thru with another coin winner. Both sides are by Cole Porter and are featured in the forthcoming MGM flicker "The Pirate." The Russ Case ork back Perry in very fashionable styling, with the spotlight on the crooner throughout. Get next to "Love Of My Life"—it's going to be a big one.

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"Lies" (2:56)
"Congratulations" (2:49)

CHRIS CROSS ORCH.
(Sterling 4003)

● Pair of sides bound to kick up a storm which might develop into an avalanche of coin play for music ops are these offered in exceptional manner by the Chris Cross ork. Top deck is an oldie, with a rendition that is bound to draw a load of attention—and buffalo hide at that. It's the beat and rhythm offered that attract, plus a fond vocal spot by Hal Rocca and the Crosstones. Flip makes for more pleasant listening and should go well with the quiet set. "Lies" as it stands will draw loads of nickels.

## SLEEPER OF THE WEEK

"Just Naive" (3:13)
"My Fair Lady" (3:22)

DENNY DENNIS
(London 120)

DENNY DENNIS

● Crooner Denny Dennis bounces into the spotlight again via this disking bound to stir up loads of coin play. It's titled "Just Naive" and sure to set the bobby-sox parade howling and clamoring for more. Set in a soft plush atmosphere of musical charm and rapture, Denny offers a ton of melodic brilliance with this nostalgic ballad. Tailor made for the crowd that loves to love—this piece is a natural for the phonos. Denny's rich pleasing voice is filled with intimate meaning, and makes for startled sighs and the like. On the backing with more meat for the moon-in-june kids, Denny comes back with another potential winner in "My Fair Lady." It's more sweet strains of pleasure filled listening with Denny displaying his excellent vocal strains in grade A fashion throughout. Orchestral backing by the Stanley Black orchestra hypo the pair all the way and add to its coin culling ways. "Just Naive" will set the pace as a featured disk in the phonos.

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"At A Sidewalk Penny Arcade" (3:06)
"Who Killed 'Er" (3:00)

TONY PASTOR ORCH.
(Columbia 38142)

● It's another boffo disking for maestro Tony Pastor! Sure to hit the top on many an operator's machine is this bit titled "At A Sidewalk Penny Arcade". With chirp Rosemary Clooney on deck to offer the vocal spot, the deck shines all the more. It's a romance story that takes place in a penny arcade, with cute abounding lyrics flowing all over the place. The gal's pipes are delightful and blend blissfully as the wax weaves in slow measure. Ork backing by the Pastor boys shows as grade A stuff all thru. On the flip with "Who Killed 'Er", the crew step out in high fashion for a spot of novelty wax. It's The Clooney Sisters to the fore in the vocal spot, with the band joining in for a chorus also. Both sides rate heavily with "At A Sidewalk Penny Arcade" grabbing all the glory.

"You'll Never Cry Again" (2:50)
"Jump It But Don't Bump It" (2:56)

SUNNY WILLIAMS
(Super-Disc 1058)

● More meat for ops with race spots are these offered in fair fashion by Sunny Williams. Titled "You'll Never Cry Again" and "Jump It But Don't Bump It", Sunny displays his versatile styling on the pair which might prove attractive. Top side spills in slow, tender fashion with Sunny offering the wordage in blues manner. Title gives off the bill of fare throughout. Flip is a bit of ivory boogie, with Sunny coming thru with a spot vocal. Wax won't tear up the town, but nevertheless is favorable.

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"Just Naive" (2:57)
"The Man With The Horn" (3:00)

JIMMY ZITO ORCH.
(Coast 8031)

● Combination of chirp Helen O'Connell, ex-Jimmy Dorsey chirp, and Jimmy Zito and his boys labels this platter golddust. Helen's warbling on the top side, titled "Just Naive" proves to be just as enhancing as ever. The gal certainly has lost none of her fine vocal quality. Flip is an instrumental bit, with maestro Jimmy puckering up for the melody of "The Man With The Horn." Wax should be familiar to music ops since it scored on the phonos not too long ago by another horn-blower. "Just Naive" is the side they'll yell for—and loud and long at that.

---

"That Ain't Right" (2:43)
"May I Never Love Again" (3:05)

FRANKIE LAINE
(Mercury 5114)

● Pair of sides that will fit your phono like a glove are these done up real brown by Frankie Laine. Spilling the vocal strains of this oldie on the topside, Frankie demonstrates his superb brand of tonsiling, with the Carl Fischer ork backing the lad in fine manner. On the flip with a piece that is more toned down, Frankie offers "May I Never Love Again." Stuff is soothing and blissful throughout and makes for favorable listening pleasure. Both sides are sure to go over big with the many Frankie Laine fans—latch on.

---

"Tell Me A Story" (2:54)
"Haunted Heart" (2:57)

VIC DAMONE
(Mercury 5120)

● More melodic music that is bound to fill your phono is this piece by crooner Vic Damone. Labeled "Tell Me A Story" and "Haunted Heart" Vic displays his top notch vocal caliber behind a plush background of sweet and strings. Stuff is sugar coated for the romance crowd and is suited to both the dance and listener crowd. Both sides are currently kicking up a storm in many a spot, and as such should come in for loads of flack. The pair are also being heavily plugged, and are bound to cause loads of excitement once they make the rounds. Vic's rendition will fill the bill—you take it from here.

*Continued Success To*

**OHIO STATE AUTOMATIC PHONO OWNERS ASSN.**

*On The Occasion Of Your 9th Annual Convention And Banquet*

**FRED LOWERY**

*America's Outstanding Whistling Virtuoso*

and

**DOROTHY RAE**

*The Girl With A Smile In Her Voice*

YOU, AND THE NATION'S OPERATORS ARE MAKING COIN MACHINE HITS OF—

**"TREES" and "SONG OF INDIA"** Columbia 37864

**"STAR DUST" and "SONG OF THE ISLANDS"** Columbia 37862

**"CAPRICE VIENOIS" and "OLD FOLKS AT HOME"** Columbia 37863

**on COLUMBIA RECORDS**

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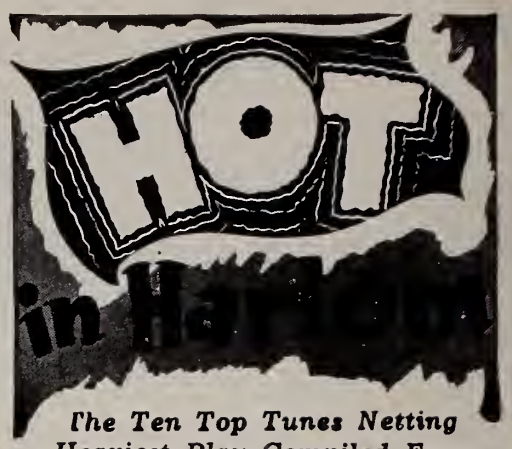


*The Ten Top Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators in New York City's Harlem.*

1. **ALL MY LOVE BELONGS TO YOU**
   *Bull Moose Jackson*
   *(King 4189)*

2. **FINE BROWN FRAME**
   *Nellie Lutcher*
   *(Capitol 15032)*

3. **KING SIZE PAPA**
   *Julia Lee*
   *(Capitol 40082)*

4. **35-30**
   *Paul Williams Sextet*
   *(Savoy)*

5. **INFLATION BLUES**
   *Louis Jordan*
   *(Decca 24381)*

6. **BUBBLES**
   *Bill Moore*
   *(Savoy 662)*

7. **GOOD ROCKING TONIGHT**
   *Wynonie Harris*
   *(King 4210)*

8. **TOMORROW NIGHT**
   *Lonnie Johnson*
   *(King 4201)*

9. **WHEN I GROW TOO OLD TO DREAM**
   *Arnett Cobb*
   *(Apollo 775)*

10. **I LOVE YOU YES I DO**
    *Bull Moose Jackson*
    *(King 4181)*

1. **BUBBLES**
   *Bill Moore*
   *(Savoy 662)*

2. **FINE BROWN FRAME**
   *Nellie Lutcher*
   *(Capitol 15032)*

3. **THERE'S NO YOU**
   *The Ravens*
   *(National 9042)*

4. **ALL MY LOVE BELONGS TO YOU**
   *Bull Moose Jackson*
   *(King)*

5. **HEY LITTLE GIRL**
   *Paul Gayten*
   *(DeLuxe 1138)*

6. **IF I SHOULD LOSE YOU**
   *Emile Jones*
   *(Staff 606)*

7. **35-30**
   *Paul Williams Sextet*
   *(Savoy 661)*

8. **LONG GONE**
   *Sonny Thompson*
   *(Miracle)*

9. **THE MOJO**
   *Sax Mallard*
   *(Aristocrat 2001)*

10. **X-TEMPERANEOUS BOOGIE**
    *Camille Howard*
    *(Specialty 307)*

# Signature Sponsors "Ray Block Week" April 15-22

NEW YORK—After thirty successful years in music, and 20 years in radio, Ray Bloch, music conductor for Signature Records is being honored through the medium of "Ray Bloch Week" (April 15 to April 22.)

Sponsored initially by Signature, the program has gained momentum as radio stations, disk jockeys and trade publications throughout the nation climbed aboard for the week long salute.

During the week Bloch will apear as a guest on many top disk jockey shows in the metropolitan area.

Climaxing the week, Ray Bloch conducts an all-Gershwin Concert at Carnegie Hall. The concert is sponsored by the Victory Lodge of B'nai B'rith and the proceeds of same will go to charities designated by that organization. It, incidentally marks Bloch's first appearance at Carnegie Hall. Appearing on the bill will be vocalists Alan Dale, Robert Merrill, Genevieve Rowe and Monica Lewis.

# Capitol Records Hold Disk Distrib Meet

HOLLYWOOD, CALIF.—First major meeting with dealers in the history of Capitol Records, Inc., was held this past week, (April 2) at Salt Lake City, Utah, in cooperation with Mountain States Distributors, Inc.

Attending this meeting at the Newhouse Hotel in Salt Lake City were Jerry Colonna, Gordon MacRae, Martha Tilton, the Benny Goodman Trio, Merle Travis and Jimmy Wakely; all representing Capitol artists.

Floyd A. Bittaker, Vice-President of the plattery, and Robert W. Stabler, assistant national sales manager, represented the firms national headquarters during the session.

Arrangements for the meeting, attended by more than 600 dealer representatives, were made by E. E. Pritchett, manager of the Mountain States distrib firm, and Frank Greenburg, manager of the firm's record department.

The program included a brief discussion of record merchandising and an entertainment program featuring many Capitol Records artists.

The Records You Need!
Write, Wire or Phone
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1350 E. 61st ST. • CHICAGO 37
Milt Salstone

BEST BET for the BOXES
"TELL ME A STORY"
recorded by
AMES BROS.
Decca No. 24329
Published by
LAUREL MUSIC CO.
1619 BROADWAY-NEW YORK

Juke Box "NATURALS"
LARRY VINCENT'S
"THOSE WEDDING BELLS ARE BREAKING UP THAT OLD GANG OF MINE"
PEARL No. 20
"LITTLE GIRL"
PEARL No. 22
"DOWN ON THE FARM"
(Novelty Riot)
PEARL No. 63
PEARL RECORD CO.
Route 1, Box 105, Covington, Ky.

CHERIO MUSIC says . . .
Up Your Take With
"ROSALINDA"
Recorded By
DICK THOMAS.....Decca 46114
RED BENSON .....Rainbow 10033
AL STUART .....Embassy 1005-P
RYTVOC recommends . . .
"I'M A LONELY LITTLE PETUNIA"
Recorded By
DICK 'Two-Ton' BAKER Mercury 5083
Mercury 5083
LAWRENCE WELK .....Decca 24197
TOMMY TUCKER .....Columbia
HARMONAIRES .....Embassy 1001
THE HAPPY GANG
Vic (Can.) 56-0022
Coming Up
"GIN RUMMY POLKA"
Recorded by AL STUART Emb. 1004
1585 BROADWAY, NEW YORK, N. Y.

DON'T MISS THIS MUST!
FRANKIE LAINE'S
"THAT AIN'T RIGHT"
MERCURY #5114

## Charlie Spivak Rumored In Split With Victor

NEW YORK—Charlie Spivak and RCA-Victor were rumored to have severed contract relations this past week. What is supposed to have caused the spit between the maestro and the diskery is unknown at this writing.

Spivak came to RCA-Victor during the last record strike, called by the American Federation of Musicians. At that time, Spivak recorded for Columbia, and he advised the latter plattery of his intended move just prior to the strike being called. Columbia pulled all his disks from the market, leaving Victor with none to issue at all. Spivak, meanwhile went without a record for close to two years.

## Krantz Severs "Clover" Deal With Mercury

PHILADELPHIA, PA.—Dave Krantz, president of the Krantz Record Co., disclosed that he has severed his affiliations with the Mercury Record Co.

Krantz had a deal with Mercury, whereby the latter would press and distribute the original Krantz recording of "Four Leaf Clover" by the Uptown String Band.

Mercury is supposed to have ceased pressing as of April 1st, with all stampers used in the production of the click disk to be returned to Krantz. An accounting of disks sold is also to be made to Krantz. The cancellation of the contract will not involve any legal tangles Krantz asserted, since there never was a written contract with Mercury.

## WSM Retains Exclusive Right To Grand Ole Opry

Another Federal Court this week upheld Radio Station WSM's exclusive right to the use of the show title, "Grand Ole Opry."

In a suit brought in the Southern Division of the Southern District of Mississippi in Biloxi, WSM, Inc., was granted a permanent injunction restraining Chuck Williams and his Georgia Peach Pickers from using the name, Grand Ole Opry, in his advertising or using any reference to the Opry which would "have a tendency to mislead and deceive the pubic into believing that his programs are sponsored by or in any way connected with the plaintiff in the case."

Commenting on the action Harry Stone, WSM General Manager, pointed out that this case was important, not only because once again it proved WSM's right to the exclusive use of "Grand Ole Opry," but because it demonstrated that other acts cannot falsify their advertising with references to past connection with the Grand Ole Opry.

The decision in the Williams case was handed down by United States Judge S. C. Mize. Other similar action brought within the past year by WSM, Inc., resulted in successful suits in Kentucky and Georgia.

The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly to The Cash Box By Leading Music Operators In Los Angeles, Cal.

1. **ALL MY LOVE BELONGS TO YOU**
   *Bullmoose Jackson*
   *(King 4189)*

2. **YOU DON'T LOVE ME**
   *Camille Howard*
   *(Specialty 307)*

3. **FINE BROWN FRAME**
   *Nellie Lutcher*
   *(Capitol 15032)*

4. **REET PETITE & GONE**
   *Louis Jordan*
   *(Decca 24381)*

5. **TEAR DROP BLUES**
   *Jimmy Liggins*
   *(Jimmy Liggins 521)*

6. **INFLATION BLUES**
   *Louis Jordan*
   *(Decca 24381)*

7. **RECESS IN HEAVEN**
   *Dan Grissom*
   *(Jewel 2004)*

8. **TOMORROW NIGHT**
   *Lonnie Johnson*
   *(King 4201)*

9. **KEEP A DOLLAR IN YOUR POCKET**
   *Roy Milton*
   *(Specialty 522)*

10. **GOOD ROCKING TONIGHT**
    *Wynonie Harris*
    *(King 4210)*

Awarded for the Best Record of 1947

VITAcoustic

MEANS "LIVING SOUND"

No Money Trouble Here!

★ ★ ★

"TROUBLE IS A MAN"

Recorded by

Sarah Vaughan

on

Musicraft 533

REGENT MUSIC CORP.
1619 BROADWAY NEW YORK, N. Y.

The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly to The Cash Box By Leading Music Operators In New Orleans, La.

1. **ALL MY LOVE BELONGS TO YOU**
   *Bullmoose Jackson*
   *(King)*

2. **KING SIZE PAPA**
   *Julia Lee*
   *(Capitol 40082)*

3. **FINE BROWN FRAME**
   *Nellie Lutcher*
   *(Capitol 15032)*

4. **35 - 30**
   *Paul Williams Sextet*
   *(Savoy 661)*

5. **KEEP A DOLLAR IN YOUR POCKET**
   *Roy Milton*
   *(Specialty)*

6. **TOMORROW NIGHT**
   *Lonnie Johnson*
   *(King 4201)*

7. **BARNYARD BOOGIE**
   *Louis Jordan*
   *(Decca 24300)*

8. **HONEY, HONEY, HONEY**
   *Hadda Brooks*
   *(Modern 157)*

9. **I LOVE YOU YES I DO**
   *Bull Moose Jackson*
   *(King 4181)*

10. **WRITE ME A LETTER**
    *The Ravens*
    *(National 9042)*

# DISKERS SMASH DOWN ON WEST COAST BOOTLEGGING OF HIT TUNES

HOLLYWOOD, CALIF.—Federal police officials, in addition to private and local law enforcement officers were known to be investigating reports of "bootlegging" or in stronger terms, the actual theft of recordings and masters here this past week.

The situation, which has been kept in the dark for the past three weeks, until police officials could start their investigation, has grown to quite a large extent, involving a great many of the major and independent recording companies on the West Coast.

A ring of thieves, undoubtedly familiar with the recording business, are reported to be dubbing records off the air, reproducing actual labels, and selling the disks thru various distribution channels. In many cases, master recordings are "borrowed" to assure the disk's accuracy.

It is pointed out that there are dozens of pressing plants on the west coast, many who will take on work without asking any questions. Not only are the original recording companies being injured by these tactics it is pointed out, but publishers, artists and the Federal government itself are invoved. The manufacturer of these spurious platters evidently forgot about the payment of Federal Excise tax. Several of the major platteries have been reported banding together with many independents in an effort to track down the instigators of the racket.


*Listeners "clap hands" with Glee when I spin*
**"RHUMBA JUBILEE"**

*Says*
**BOB SMITH**
Disk Jockey
NBC, N. Y.

More and More Disk Jockeys agree on

**"RHUMBA JUBILEE"**
*(The Clap-hands Novelty)*
by
**RAMON LITTEE**
**and his Orchestra**
on
ANSA RECORDS
366 BROADWAY
NEW YORK 13, N. Y.

*Winchell Gives* **TWO RAVES IN ONE WEEK ABOUT . . . .**

**DANA RECORDS**

**"HELEN POLKA"**
DANA 2002
*Winchell says:* **"It's An OSCAR-ISTOCRAT"**

**"THE WINDSHIELD WIPER SONG"**
DANA 2011
*Winchell says:* **"THE BIG TIME!"**

•

*Watch For These New POLKA Hits*

**"PAY DAY POLKA"** 2009
**"TOODLE-OO, BABY"** 2016

PLACE ORDER NOW WITH YOUR DANA DISTRIBUTOR TO INSURE YOUR QUOTA

•

*Best Wishes to the OHIO STATE PHONO OPERATORS ASS'N on the Occasion of your 9th Annual Convention*

**DANA MUSIC COMPANY, INC.**
286 FIFTH AVE. NEW YORK 1, N. Y.

DANA

Current Releases by KING

TENNESSEE WALTZ

backed by

How Much Do I Owe You

by COWBOY COPAS

KING 696

KING RECORDS 1540 BREWSTER AVE. CINCINNATI 7, OHIO

MUSIC OPS!
MAIL IN YOUR TOP TEN TUNE CARDS!

# Southard To Head Col. Merchandising Dept.

Paul Southard, formerly in charge of Sales of Columbia Records, Inc., has been appointed Vice President in Charge of Merchandising, according to an announcement by Frank K. White, President of Columbia Records. Under the company's new organizational plan, the Merchandising Department under Mr. Southard's supervision will incorporate sales, distribution, advertising, sales promotion, publicity and related angles of the business.

Mr. Southard has a background of more than a quarter of a century in the record business. He started in 1920 with the Aeolian Company which made Vocalion Records, at a time when modern recording was in its infancy. Later he was associated with the Brunswick Company, the American Record Corporation, and the RCA-Victor Company. In 1939 he joined Columbia Records as Sales Manager, in charge of training the field force and developing the company's distributing organization. He became Vice President of the company in 1943 and member of its Board of Directors in 1947. He is a resident of Fairfield, Conn.

★★STAR★★ TRANSLUCENT BLANK TITLE STRIPS

THE FINEST, WHITEST PAPER OBTAINABLE.
$1.50 PER BOX OF 4000 STRIPS . . . AT YOUR SEEBURG DISTRIBUTOR

STAR TITLE STRIP CO., Inc. P. O. BOX 6125 PITTSBURGH 12, PA.

WE HAVE IT!

THE ORIGINAL!

T. TEXAS TYLER'S

Amazing Recording

"DECK OF CARDS"

FOUR STAR #1228

Other Records Available by T. Texas Tyler

(THE MAN WITH A MILLION FRIENDS)

# 1008 Remember Me—Oklahoma Hills (Tex's Famous Theme Song)

#1167 Follow Through
#1149 You Doggone Son of a Gun
#1151 Fairweather Baby
#1140 Tell Your Lies to the Man in the Moon
#1114 Guitar Boogie Woogie
#1062 You Nearly Lose Your Mind
#1051 I Hung My Head and Cried
#1021 Home in San Antone
#1166 Old Fashioned Love
#1152 Red Light
#1141 In My Little Red Book
#1115 I've Heard That Story Before
#1063 It's Been So Long, Darlin'
#1052 Gals Don't Mean a Thing
#1022 Beautiful Morning Glory
#1009 Filipino Baby

4 STAR Records

For the Best in Folk Music

210 NORTH LARCHMONT AVE. HOLLYWOOD 4, CALIF.

# "Folk" and "Western" RECORD REVIEWS

## BULLSEYE of the WEEK

**"Tennessee Waltz"**
**"How Much Do I Owe You"**
**COWBOY COPAS**
**(King 696)**

● Following on the heels of his smash recording of "Signed, Sealed & Delivered," Cowboy Copas sets another pair here that are sure to become featured items in the phonos. It's the topside of this patter that grabs the glory, as Copas steps up to offer "Tennessee Waltz." Ditty is a slow tempered folk tune, with Copas' strong competent tonsils spilling in smooth refrain throughout. Stuff is tailor made for your machines—add to the disk's top notch quality the tremendous popularity of Copas and you've got one that will score. Flip is a switch to some peppy wax with Copas and the boys displaying their talents in fine fashion. You'll go for the top deck in a big way.

**"Seaman's Blues"**
**"Waiting For A Train"**
**ERNEST TUBB**
**(Decca 46119)**

● Pair of sides for ops to latch onto are these offered by the very popular and capable Ernest Tubb. Titled "Seaman's Blues" and "Waiting For A Train," Ernest shows with a load of flavor and nostalgia, sure to kick up a storm. Top deck is a plaintive ditty with Tubb pitching pipes in smooth manner. Flip is another choo choo story which might garner a load of attention. Take note of Tubb's wide popularity and you're sure to grab onto this piece of wax.

**"Lone Star Moon"**
**"Play Fair"**
**GENE AUTRY**
**(Columbia 38148)**

● More mellow music by Gene Autry and a pair of sides which ops might use as good filler material. Both sides are fashioned in effective fashion, with the top deck, "Lone Star Moon" hogging the spotlight. Group vocal on this deck highlights the wax and likewise adds to Gene's vocal spot. Flip is favorable as it stands, with the relaxed melody spilling throughout. Ops that have a call for Autry, and that covers loads of territory, ought to go for this.

**"No Reason Left To Care"**
**"I Feel Better Since I Got Your Letter"**
**PETE NEWMAN**
**(Majestic 6028)**

● Pair of sides which might kick up a slight storm, are these offered by Pete Newman. Rendition of both shines brightly, but its the material offered that detracts. The pair are offered with loads of nostalgia, as the wax weaves slowly throughout this melancholy piece of wax. Both sides are aimed at ops with Western spots. You take it from here.

## THE CASH BOX REPORTS THE NATION'S 5 HILLBILLY FOLK & WESTERN JUKE BOX TUNES

1. **ANYTIME**
   *Eddy Arnold*
   *(Victor 20-2700)*

2. **DECK OF CARDS**
   *"T" Texas Tyler*
   *(4-Star 1228)*

3. **WALTZ OF THE WIND**
   *Roy Acuff*

4. **SLAP 'ER DOWN AGIN, PAW**
   *Esmereldy*
   *(Musicraft 524)*

5. **CLOSED FOR REPAIRS**
   *Bob Wills*
   *(MGM 10139)*

### ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

**PEEPIN' THRU THE KEYHOLE**
*Johnny Tyler*
*(Victor 20-2620)*

**BUBBLES IN MY BEER**
*Bob Wills*
*(MGM 10116)*

**HUMPTY DUMPTY HEART**
*Hank Thompson*
*(Capitol 40065)*

**PRETTY MARY**
*Gene Autry*
*(Columbia 37963)*

**SIGNED, SEALED AND DELIVERED**
*Cowboy Copas*
*(King 658)*


America's No. 1 Juke Box Attraction!

Eddy HOWARD and his Orchestra

BIG in the BOXES with

SLEEPER OF THE WEEK

"LAROO, LAROO, LILLI BOLERO"
"SPRING IN DECEMBER"
MAJESTIC No. 1224

"JUST BECAUSE"
"ENCORE CHERIE" MAJESTIC No. 1231

Going Strong

"NOW IS THE HOUR"
"TRUE" MAJESTIC No. 1190

"BUT BEAUTIFUL"
"MY COUSIN LOUELLA"
MAJESTIC No. 1214

Be sure to listen to our new Radio Show — "Sheaffer Parade" for Sheaffer Pen Co.
Sundays, 3-3:30 P.M., E.D.T. over NBC—Coast to Coast.

Cash in on America's Number 1 Juke Box Attraction—
Spot these HIT Majestic RECORDS in your machines.

# I Understand

JIMMY DORSEY ..... Decca
SID FISHER ..... Vitacoustic
HARRY JAMES ..... Columbia
SAMMY KAYE ..... Victor
JOHN LAURENZ ..... Mercury
BOB MANNING ..... Click
GORDON MacRAE ..... Capitol
THE FOUR TUNES ..... Manor

Leo Feist inc. • 1619 Broadway, N. Y. 19



# At a Sidewalk Penny Arcade

SAMMY KAYE VICTOR
GUY LOMBARDO DECCA

# At a Sidewalk Penny Arcade

ART MOONEY M-G-M
TONY PASTOR COLUMBIA
THE PIED PIPERS CAPITOL

ROBBINS MUSIC CORPORATION • 799 Seventh Avenue, N. Y. 19



# Encore, Cherie

TEX BENEKE ..... Victor
PHIL BRITO ..... Musicraft
CARMEN CAVALLARO ..... Decca
LENNY HERMAN ..... Manor
EDDY HOWARD ..... Majestic
ART MOONEY ..... M-G-M
JERRY WAYNE-DELL TRIO ..... Columbia

MILLER MUSIC CORPORATION
1619 BROADWAY • NEW YORK 19

CHICAGO—Tower Records new address, come May 1st, will be 540 Michigan Ave., North, which will also feature their display rooms . . . and that's going "classier" than ever, Dick Bradley . . . so here's wishing you lots of luck in your new spot. . . . Nellie Lutcher still absolutely moiderin' 'em with her individual style of zingin' those numbers over. . . . London Records bangs into town with a new hit, clickin' in the jukes here, "Heartbreaker" . . . and the London firm just gettin' goin' we're told . . . what? after that zingeroo "Now Is The Hour"? . . . Rosalie Allen getting lots of nice congrats from the music boys here because of her RCA-Victor platter, "If I've Only Been True To You" . . . swell job, Rosalie, it's a honey. . . . Disc jocks here all hepped up over "The Mojo" by Sax Mallard. . . . Aristocrat is now chalkin' up another hit. . . . Eddie Howard ("Juke Box King" of '46 and '47) provin' it, buhlieve me, at the Aragon these nites . . . get out there and see for yourself.

---

**Composer and quintet leader Raymond Scott is absoutely sockin' em over with his daring and original music at the Rag Doll . . . and this is one spot where you gotta be good, my boy, you gotta be good. . . . Kay Starr continues to be the major attraction at the College Inn which includes up and comin' balladeer Darwin Daine . . . watch this kid, he's goin' places . . . and Herbie Fields ork doing a very, very grand job behind this star studded show. . . . The Blue Note will offer Louis Armstrong's great jazz group in a teenage concert . . . and that Louie knows how. . . . Skitch Henderson on the stage at the State & Lake and doin' it up brown. . . . Skitch you're gettin' better every day. . . . Georgie Olsen, with those smooth, danceable rhythms of his will be leaving the Edgewater, he tells me, on April 9 and that Orrin Tucker and his ork follow in.**

---

That lovely you hear these nites singin' with Chuck Foster is . . . Marion Spellman . . . nice, ain't she? . . . and extra good on the vocals, too. . . . Jimmy Featherstone opens at the O'Henry Ballroom on May 5 . . . catch his music. . . . Wayne Gregg into the Martinique on May 6. . . . Universal disks now have Ken Griffin's "You Can't Be True Dear" . . . a lovely hunka stuff . . . listen to it . . . you'll like this version. . . . Tommy Carlyn leaves the Tianon . . . and back to his old stampin' grounds . . . Bill Green's Casino in Pittsburgh . . . but the smoke ain't gonna hide this kid . . . he's got the stuff . . . expect to see him bustin' Broadway wide open one of these days. . . . Stan Kenton and his "progressive jazz" (which Stan claims was the biggest of all big gambles he ever took) clicked to well here that they've got him comin' back to the Opera House for more . . . April 20 and 21.

---

**Hey, you guys, didja get in on those cigars Hughie Keough was passin' out in the Woods Bldg. this past week? Seems Hughie became a daddy for the fourrth time...one more and they'll be featurin' the Keough basketballers in Madison Square Garden one of these days... whaddaya say, Hughie?...What a helluva bad break Thelma Gracen got last Sunday eve! Those gunmen who held up the Martinique taking three rings from Gay Claridge's vocalist valued at 15 gees ...our sympathies, Thelma, and here's hopin' they catch those crooks....Gloria Hart still givin' with "the stuff" that brings 'em back again and again to the Blackhawk...while Art Kassel builds 'em castles in the skies with his sweet music...that Art's okay, ain't he?... knows just what the people want.**

# OHIO OPS MEET ATTRACTS NATION MUSIC BIZ LEADERS

## Many Music Publishers, Song Pluggers and Diskers To Be Present at Annual Meet, Hollenden Hotel, Cleveland, April 14

JACK COHEN
President,
Cleveland Phono Merchants Assoc.

CLEVELAND, O.—Music operators here are of the belief that one of the most impressive turnouts in all the history of the state's music organization will be noted this April 14, at the Hollenden Hotel, when the Ohio State Phonograph Operators Association convenes for their Ninth Annual Convention here.

Already many of the nation's leading music publishers, pluggers and diskery representatives are on their way to attend this state-wide meeting of Ohio's automatic music operators.

In addition, every one of the large juke box factories intends to have representatives present at this meet, just as they have been present in past years.

The meeting will be called to order during the early morning hours by Jack Cohen, president of both the Cleveland Operators group, as well as the state organization.

Delegates from various chapters of the association, in the cities thruout the state, will also be present. Many important problems are expected to be discussed at the meetings which have been arranged during the daytime period. The evening will see one of the usual grand entertainments, dinners and dances which this organization features. Decca headliner Carmen Cavallaro is the featured orchestra this year.

Last year two bands appeared, Eddy Howard and Gene Krupa, both presenting one of the finest shows ever. In addition to Cavallaro, entertainers will also be on hand.

The organization has again asked *The Cash Box* to distribute copies at all tables for the big evening affair. A special shipment of *The Cash Box* will be flown to Cleveland for distribution.


*Thanks...*

PHONOGRAPH MERCHANTS ASSN.
OF
CLEVELAND – PHILADELPHIA – WASHINGTON

*For Selecting our record the*

HIT TUNE OF THE MONTH!

AND
MARTIN BLOCK...ED GALLAHER
DAVE MILLER...PAUL WHITEMAN
ROSALIE ALLEN

*plus*

Most of the Disc Jockeys in the 48 States for Making our Record ...

CONTINENTAL'S *original*

TOOLIE OOLIE DOOLIE
*(The Yodel Song)* #C-1223
VAUGHN HORTON Orchestra & The Polka Debs

*The Hottest Record in these United States*

CONTINENTAL'S
*Original Recording of*
YOU CAN'T BE TRUE DEAR
The WHISTLING JITTERETTES with ORGAN C-1226
MY GIRL FRIEND JULAYDA
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JUST BECAUSE
THE POLKATEERS C-1228

*Are Headed Toward the Hit Parade*

DISTRIBUTORS' TERRITORY AVAILABLE

*Write for Complete Catalogue of Continental hits*

SEE YOUR *Local Distributor* OR

CONTINENTAL RECORDS
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THANKS: operators of the OHIO STATE PHONO OWNERS' ASS'N for selecting our Band to play your 9th Annual Convention and Meeting at the Hollenden Hotel, Cleveland, Ohio April 14th C.C.

CAVALLARO

*The poet of the piano...*

JUKE BOX HITS

ANITRA'S BOOGIE • EVELYN
DECCA RECORD No. 24410

DREAM GIRL • ENCORE CHERIE
DECCA RECORD No. 24330

CHOPIN'S POLONAISE • WARSAW CONCERTO
DECCA RECORD No. 23791

CARIOCA • BRAZIL
DECCA RECORD No. 23847

BRAHMS' HUNGARIAN DANCE No. 4 in G Minor
LOVE WILL KEEP US YOUNG
DECCA RECORD No. 24103

COME BACK TO SORRENTO • OH, MARIE
DECCA RECORD No. 23882

on DECCA RECORDS

# Will Name Distribs For Hit Parade Posters

YERMI STERN

NEW YORK—Yermi Stern, president of Hit Parade, Inc., this city, who are clicking in the juke box industry with their "Hit Parade" posters featuring point of sale advertising for the top ten tunes of the month, reports that the firm are preparing to name distributors for these posters thruout the nation.

According to Stern, "After long and exhaustive location tests thruout the country we have now decided, because of the great and growing demand for our 'Hit Parade' posters, that we need distributors in all important sections of the nation so that the juke box operators will be able to obtain instant service."

He also said, "With such organizations as the Automatic Music Operators Association of New York voting wholeheartedly in favor of 'Hit Parade' due to the tests made by their president, Al Denver, who is, by the way, one of our most enthusiastic users, as well as the tests conducted by Jack Sheppard, president of the Eastern Pennsylvania Phonograph Owners Assn., and Jack Cohen of the Cleveland and Ohio State Phonograph Merchants Association also enthusiastically behind 'Hit Parade', we are up against a problem of instant supply, so that we can get our posters to the operators everywhere in the country thru well located, central sources."

Juke box ops who have already subscribed to the monthly "Hit Parade" service rendered by this firm report that this point of sale advertising has not only brought them a larger percentage of quarters into their machines, but, has tremendously stepped up their collections.

Some report better than 50% increase in take. The firm, itself, conservatively stays to the average of 15 per cent increase "wherever the 'Hit Parade' is used correctly, and with the cost only 30 cents per poster per month, this makes it one of the most profitable promotional products to have ever yet been presented to the automatic music industry".

In the meantime, Stern reported, other tests are also under way in various parts of the country and in Canada and advance reports from these juke box operators is to the effect that they have "been pleasantly surprised at the grand reception given the 'Hit Parade' by the public and also the increase they are enjoying in collections".

# Black & White Diskery Form Distrib Biz

LOS ANGELES—Paul Reiner, president of Black and White Record Company, this week issued his long promised announcement of interest to independent record companies, distributors and dealers in the formation of B and W Record Distributors, Inc.

Plan is something new in distribution set-ups, covering 14 states and also geared especially to the advantage of music box operators, according to Reiner.

"We will distribute all other labels as well as Black and White," Reiner said. "Our unique service includes an arrangement whereby independent record companies supply masters and labels for pressing at a minimum cost. Distribution charges will be only on a basis of records sold."

"In this way," Reiner points out, "there will be no inventory losses on the part of the record company. This plan's general advantage for music operators is its assurance of their getting jukebox hits which otherwise might not be properly pressed, widely distributed and fully promoted."

B and W Record Distributors, Inc. plans to cover the country before long but at present will operate in the eleven western states, plus Texas and the Dakotas, through eleven distributing points in central cities.

"Here's a nickle-nabber if there ever was one!"
Says THE CASH BOX

about the DOUBLE HEADER

Smash Recording by

SHEP FIELDS

AND HIS RIPPLING RHYTHM ORCHESTRA'S
sparkling recording of

'LAROO, LAROO, LILLI BOLERO'

backed by

'HOLD IT JOE'

on MUSICRAFT No. 546

OPS:
Call your MUSICRAFT DISTRIBUTOR NOW for your share of this DOUBLE-HEADER SMASH by SHEP FIELDS and his Rippling Rhythm

FLASH!

There Are Now IMITATORS.....

DEMAND THE ORIGINAL

"MY HAPPINESS"

The Terrific Duet by JON and SONDRA STEELE

on DAMON RECORDS ONLY D-11133

The ORIGINAL is now OUTSELLING "Hit Parade" Discs wherever introduced! Check Philadelphia, Detroit, Cleveland, Pittsburgh, Akron, Kansas City, St. Louis and many other areas.

ORDERS totaling 40,000 from Chicago in 2 WEEKS!

A TERRIFIC SMASH RECORD! ORDER NOW!

DAMON RECORDING STUDIOS, INC.
1221 BALTIMORE AVENUE KANSAS CITY, MO.

# THE CASH BOX

# DISC-HITS BOX SCORE

COMPILED BY

## JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEY

BOX SCORE TABULATION COMPILED ON THE AVERAGE INDIVIDUAL PURCHASE ON THE BASIS OF 1000 RECORDS — LISTED IN ORDER OF POPULARITY, INCLUDING NAME OF SONG, RECORD NUMBER, ARTISTS, AND RECORDING ON THE REVERSE SIDE.

### CODE

| | | |
|---|---|---|
| AL—Aladdin | JD—Joe Davis | RA—Rainbow |
| AP—Apollo | KI—King | RE—Regent |
| AR—Aristocrat | LI—Lissen | SA—Savoy |
| BU—Bullet | LO—London | SD—Super Disc |
| CA—Capitol | MA—Majestic | SI—Signature |
| CE—Celebrity | ME—Mercury | SP—Specialty |
| CN—Continental | MG—M-G-M | SN—Standard Phono |
| CO—Columbia | MI—Miracle | ST—Sterling |
| CS—Coast | MN—Manor | TR—Trilon |
| DE—Decca | MO—Modern | UN—Universal |
| DEL—DeLuxe | MU—Musicraft | VI—Victor |
| EX—Exclusive | NA—National | VT—Vitacoustic |

| | Apr. 10 | Apr. 3 | Mar. 27 |
|---|---|---|---|
| **1—Now Is the Hour** | **139.7** | **148.4** | **171.6** |
| CA-15024—MARGARET WHITING<br>*But Beautiful*<br>CO-38061—HORACE HEIDT O.<br>*I'll Never Say I Love You*<br>CO-38115—BUDDY CLARK<br>*Peculiar*<br>CM-7502—JERRY WALD O.<br>*I Hate To Lose You*<br>DE-24279—BING CROSBY<br>*Silver Threads Among The Gold*<br>DE-24378—BOB CARROLL<br>*Sapphire Of The Tropics*<br>LO-110—GRACIE FIELDS<br>*Come Back To Sorrento*<br>ME-5103—LES PAUL TRIO<br>*My Extraordinary Gal*<br>MG-10125—KATE SMITH<br>*I'll Never Say I Love You*<br>MU-532—SHEP FIELDS O.<br>*Lone Star Moon*<br>MA-1191—EDDY HOWARD O.<br>*True*<br>SI-15178—RAY BLOCH O.<br>*Nina-Nana*<br>VI-20-2704—CHARLIE SPIVAK O.<br>*Who Are We To Say* | | | |
| **2—Manana** | **109.2** | **125.8** | **124.4** |
| CA-15022—PEGGY LEE<br>*All Dressed Up With A Broken Heart*<br>DE-24333—THE MILLS BROS.<br>*I Wish I Knew The Name*<br>LO-187—EDMUNDO ROSS<br>*The Cocoanut*<br>VI-20-2819—JOE LOSS O.<br>*Teresa* | | | |
| **3—I'm Looking Over a Four Leaf Clover** | **107.5** | **115.6** | **123.4** |
| CA-491—ALVINO REY ORCH.<br>*Spanish Cavalier*<br>CO-38100—TINY HILL ORCH.<br>*Show Me The Way To Go Home* | | | |
| | Apr. 10 | Apr. 3 | Mar. 27 |
| CO-38082—CODY FOX<br>*I Only Want A Buddy*<br>CO-38081—ARTHUR GODFREY<br>*The Thousand Islands Song*<br>DE-24319—RUSS MORGAN ORCH.<br>*Bye Bye Blackbird*<br>ME-5100—UPTOWN STRING BAND<br>ME-5105—FRANKIE LAINE<br>MG-10119—ART MOONEY ORCH.<br>*The Big Brass Band From Brazil*<br>MU-543—THE POLKA DOTS<br>RA-10043—JIMMY SAUNDERS<br>*Heart Breaker*<br>SI-15117—RAY BLOCH ORCH.<br>*But Beautiful*<br>TR-220—ALEXANDER ORCH.<br>VI-20-2668—THE THREE SUNS<br>*Eccentric*<br>VI-20-2787—CURLY HICKS<br>*Limehouse Blues* | | | |
| **4—Beg Your Pardon** | **97.2** | **96.9** | **100.5** |
| BU-1700—FRANCIS CRAIG O.<br>CA-490—DINNING SISTERS<br>*Melancholy*<br>CO-38036—FRANKIE CARLE O.<br>*The Dream Peddler*<br>DE-24339—RUSS MORGAN O.<br>*All Dressed Up With A Broken Heart*<br>ME-5109—SNOOKY LANSON<br>MG-10140—ART MOONEY ORCH.<br>VI-20-2647—LARRY GREEN O.<br>*Can It Ever Be The Same* | | | |
| **5—Sabre Dance** | **87.9** | **65.8** | **40.8** |
| CO-38102—WOODY HERMAN O.<br>*Swing Low, Sweet Chariot*<br>DE-24388—VICTOR YOUNG O.<br>*For Whom The Bell Tolls*<br>MG-30048—MACKLIN MARROW<br>SI-15180—RAY BLOCH O.<br>*Minuet In G*<br>RE-111—DON HENRY TRIO<br>*Turnpike Polka*<br>VI-20-2721—FREDDY MARTIN O.<br>*After You're Gone* | | | |
| **6—Because** | **41.4** | **32.9** | **41.8** |
| VI-20-2653—PERRY COMO<br>*If You Had All The World And Its Gold* | | | |
| **7—Haunted Heart** | **36.2** | **26.7** | **13.1** |
| CA-15023—JO STAFFORD<br>*I'm My Own Grandmaw*<br>CO-38112—BUDDY CLARK<br>*First Prize At The Fair*<br>CO-38083—BUDDY CLARK<br>*Matinee*<br>DE-24362—GUY LOMBARDO O.<br>*Saturday Night In Central Park*<br>DE-24370—BING CROSBY<br>*Moonlight On A White Picket Fence*<br>ME-5120—VIC DAMONE<br>*Tell Me A Story*<br>MG-10153—GEORGE PAXTON O.<br>*Dream Girl*<br>VI-20-2713—PERRY COMO<br>*Carolina Moon*<br>VI-45-0050—RUSS CASE O.<br>*Inside U. S. A.* | | | |
| **8—Little White Lies** | **30.5** | **15.1** | **15.9** |
| CO-38114—DINAH SHORE<br>*Crying For Joy*<br>DE-24280—DICK HAYMES<br>*Sierra Madre*<br>VI-27521—TOMMY DORSEY O. | | | |
| **9—Baby Face** | **25.8** | **10.7** | **12.9** |
| AP-1114—PHILLIE ALL STAR STRING BAND<br>*Bye, Bye, Blackbird*<br>CO-30014—JERRY WAYNE & DELL TRIO<br>DE-25356—HENRY KING O.<br>*Oh, You Beautiful Doll*<br>KR-216—UPTOWN STRING BAND<br>ME-2120—AQUA STRING BAND<br>MG-10156—ART MOONEY O.<br>*Encore Cherie*<br>ST-294—HUM & STRUM<br>TO-294—BENNY STRONG O.<br>PA-1105—FERKO STRING BAND<br>UN-627—MILT SCOTT ORCH.<br>VI-22879—SAMMY KAYE O.<br>*Miss You* | | | |

| | Apr. 10 | Apr. 3 | Mor. 27 |
|---|---|---|---|
| **10—St. Louis Blues March** | **28.1** | **13.4** | **10.9** |
| VI-20-2722—TEX BENEKE O. *Cherokee Canyon* | | | |
| **11—But Beautiful** | **27.6** | **24.4** | **39.8** |
| CA-15024—MARGARET WHITING *Now Is The Hour* | | | |
| CO-38053—FRANK SINATRA *If I Only Had a Match* | | | |
| DE-24283—BING CROSBY *The One I Love* | | | |
| DE-24294—BING CROSBY *Experience* | | | |
| LO-142—DENNY DENNIS *A Bed of Roses* | | | |
| ME-5096—FRANKIE LAINE *I've Only Myself To Blome* | | | |
| MG-10126—ART LUND *Love Is So Terrific* | | | |
| MU-538—MEL TORME *Night and Day* | | | |
| SI-15117—RAY BLOCH *Four Leof Clover* | | | |
| VI-20-2616—TEX BENEKE ORCH. *You Don't Hove To Know The Languoge* | | | |
| **12—Shine** | **25.9** | **17.8** | **19.4** |
| DE-48074—SLIM GREEN *What's The Reason* | | | |
| DE-25354—ELLA FITZGERALD *Darktown Strutters Ball* | | | |
| DE-25353—GUY LOMBARDO O. *Corn Silk* | | | |
| DE-24382—THE MILLS BROS. *Love Is Fun* | | | |
| ME-5091—FRANKIE LAINE *We'll Be Together Again* | | | |
| VI-20-2760—HOT QUINTETTE *Ebony Rhapsody* | | | |
| **13—Serenade of the Bells** | **23.6** | **24.3** | **31.3** |
| CA-75007—JO STAFFORD *The Gentleman Is A Dope* | | | |
| CO-37956—KAY KYSER ORCH. *Poss That Peace Pipe* | | | |
| CO-38076—GENE AUTRY *Loaded Pistols & Looded Dice* | | | |
| DE-24258—GUY LOMBARDO ORCH. *Sipping Cider By The Zuyder Zee* | | | |
| DE-24305—DICK HAYMES | | | |
| ME-5090—VIC DAMONE *I'll Dance ot Your Wedding* | | | |
| MG-10091—BOB HUSTON *A Tune For Humming* | | | |
| VI-20-2372—SAMMY KAYE ORCH. *That's What Every Young Girl Should Know* | | | |
| **14—Thoughtless** | **17.9** | **32.0** | **13.9** |
| CA-15027—GORDON MocRAE *You Were Meant For Me* | | | |
| CO-38079—DORIS DAY *I've Only Myself To Blame* | | | |
| CS-8039—CURT MASSEY | | | |
| DE-24318—GUY LOMBARDO O. *I'll Donce At Your Wedding* | | | |
| LO-143—THE SQUADRONAIRES *That Feathery Feelin'* | | | |
| MA-1234—GEORGE OLSON O. *The Dickey Bird Song* | | | |
| ME-5104—VIC DAMONE *Love Is So Terrific* | | | |
| MG-10137—BUDDY KAYE QUINTET *Carnival In Venice* | | | |
| SI-15176—RAY BLOCH O. *At The Candlelight Cafe* | | | |
| VI-20-2714—LARRY GREEN O. *Wishing* | | | |
| **15—Matinee** | **16.7** | **17.4** | **13.4** |
| CA-15041—GORDON MocRAE *Feothery Feelin'* | | | |
| CO-38083—BUDDY CLARK *Hounted Heart* | | | |
| DE-24375—BOB EBERLY *It's All Over But The Crying* | | | |
| VI-20-2671—VAUGHN MONROE O. *If Someone Cares* | | | |
| **16—The Thousand Islands Song** | **16.6** | **14.7** | **13.3** |
| CA-15028—JOHNNY MERCER *Hooroy For Love* | | | |
| CO-38081—ARTHUR GODFREY *Four Leof Clover* | | | |
| MG-10136—THE KORN KOBBLERS | | | |
| VI-20-2619—LOUIS PRIMA O. *I'm Living A Lie* | | | |

| | Apr. 10 | Apr. 3 | Mar. 27 |
|---|---|---|---|
| **17—Laroo Laroo Lilli Bolero** | **15.5** | **2.3** | **—** |
| CA-15048—PEGGY LEE *Talking To Myself About You* | | | |
| CO-38130—FRANKIE CARLE O. *Someone Cares* | | | |
| DE-24404—BING CROSBY *The Story Of Sorrento* | | | |
| ME-5121—VIC DAMONE *My Fair Lady* | | | |
| MG-10166—BOB HOUSTON *I Still Love You* | | | |
| MU-546—SHEP FIELDS O. *Hold It Joe* | | | |
| VI-20-2734—PERRY COMO *When Your Hair Has Turned To Silver* | | | |
| **18—Toolie Oolie Doolie** | **15.4** | **8.6** | **—** |
| CA-15059—THE SPORTSMEN | | | |
| CN-1223—VAUGHN HORTON | | | |
| DA-2015—DANA SERENADERS | | | |
| DE-24380—ANDREWS SISTERS | | | |
| FL-5005—ALPINE BELLES | | | |
| LO-201—JOHNNY DENNIS | | | |
| SP-5505—LARKIN SISTERS | | | |
| ST-1013—DICK HAYMAN | | | |
| VI-25-1114—HENRI RENE O. | | | |
| **19—Ballerina** | **15.3** | **24.2** | **28.4** |
| CO-38040—BUDDY CLARK *It Had To Be You* | | | |
| DE-24265—ENRIC MADRIGUERA O. *Jungle Rhumba* | | | |
| DE-24278—BING CROSBY *Golden Earrings* | | | |
| ME-5075—JERRY SHELTON TRIO *The Stars Will Remember* | | | |
| MG-10035—JIMMY DORSEY O. | | | |
| MU-15116—MEL TORME *What Are You Doing New Years Eve?* | | | |
| VI-20-2433—VAUGHN MONROE O. *The Stars Will Remember* | | | |
| **20—Golden Earrings** | **15.0** | **29.3** | **38.8** |
| CA-15009—PEGGY LEE *I'll Donce ot Your Wedding* | | | |
| CO-37932—DINAH SHORE *The Gentleman Is a Dope* | | | |
| DE-24278—BING CROSBY *Bollerina* | | | |
| DE-24277—VICTOR YOUNG ORCH. *All Through the Night* | | | |
| DE-24270—GUY LOMBARDO ORCH. *You Are Never Away* | | | |
| ME-3072—ANITA ELLIS *Love for Love* | | | |
| MG-10085—JACK FINA ORCH. | | | |
| VI-20-2585—CHARLIE SPIVAK ORCH. *Tenderly* | | | |

## ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

| | | | |
|---|---|---|---|
| **21—I'm My Own Grandpa** | **11.5** | **25.9** | **17.9** |
| **22—Slap 'Er Down Agin' Paw** | **11.4** | **24.0** | **18.4** |
| **23—I'll Dance at Your Wedding** | **10.4** | **9.7** | **5.9** |
| **24—Tell Me A Story** | **9.2** | **16.0** | **—** |
| **25—Dickey Bird Song, The** | **9.1** | **4.9** | **1.8** |
| **26—Worry Worry Worry** | **9.0** | **1.2** | **1.9** |
| **27—Lover** | **8.9** | **2.7** | **5.8** |
| **28—Pianissimo** | **8.1** | **8.7** | **19.5** |
| **29—Sierra Madre** | **8.0** | **13.3** | **7.9** |
| **30—How Soon** | **4.9** | **9.8** | **9.9** |
| **31—Best Things In Life Are Free, The** | **4.0** | **8.9** | **7.5** |
| **32—Love Is So Terrific** | **3.5** | **1.7** | **1.7** |
| **33—Peanut Vendor** | **2.9** | **—** | **—** |
| **34—Beyond the Sea** | **2.8** | **—** | **—** |
| **35—All Dressed Up With A Broken Heart** | **2.7** | **5.3** | **1.0** |
| **36—Deck Of Cards** | **1.7** | **2.6** | **7.8** |
| **37—Feathery Feelin'** | **1.2** | **2.5** | **—** |
| **38—Loveliness Of You** | **1.1** | **—** | **—** |
| **39—Teresa** | **1.0** | **—** | **—** |
| **40—Completely Yours** | **1.0** | **—** | **—** |

# JUKE BOX REGIONAL RECORD REPORT

## The Ten Top Records-City by City

**APRIL 17, 1948**

### New York

1. BECAUSE *(Perry Como)*
2. TOOLIE OOLIE DOOLIE *(Vaughn Horton)*
3. NOW IS THE HOUR *(Bing Crosby)*
4. BUT BEAUTIFUL *(Margaret Whiting)*
5. SHINE *(Frankie Laine)*
6. HELEN POLKA *(Walt Dann)*
7. THOUSAND ISLANDS SONG *(Louis Prima)*
8. BABY FACE *(Art Mooney)*
9. THOUGHTLESS *(Buddy Kaye)*
10. FOUR LEAF CLOVER *(Art Mooney)*

### Chicago

1. NOW IS THE HOUR *(Bing Crosby)*
2. TERESA *(Vic Damone)*
3. SABRE DANCE *(Woody Herman)*
4. TOOLIE OOLIE DOOLIE *(Vaughn Horton)*
5. MANANA *(Peggy Lee)*
6. FOUR LEAF CLOVER *(Art Mooney)*
7. BEG YOUR PARDON *(Frankie Laine)*
8. BABY FACE *(Art Mooney)*
9. BUT BEAUTIFUL *(Margaret Whiting)*
10. YOU CAN'T BE TRUE, DEAR *(Ken Griffin)*

### Los Angeles

1. SABRE DANCE *(Woody Herman)*
2. BUT BEAUTIFUL *(Margaret Whiting)*
3. BABY FACE *(Art Mooney)*
4. BECAUSE *(Perry Como)*
5. NOW IS THE HOUR *(Bing Crosby)*
6. BEG YOUR PARDON *(Francis Craig)*
7. MATINEE *(Vaughn Monroe)*
8. SHINE *(Frankie Laine)*
9. TERESA *(Vic Damone)*
10. HAUNTED HEART *(Perry Como)*

### St. Louis, Mo.

1. ST. LOUIS BLUES MARCH *(Tex Beneke)*
2. MY HAPPINESS *(Jon & Sandar Steel)*
3. THAT AIN'T RIGHT *(Frankie Laine)*
4. BUT BEAUTIFUL *(Margaret Whiting)*
5. LOVE IS SO TERRIFIC *(Vic Damone)*
6. BABY FACE *(Art Mooney)*
7. FOUR LEAF CLOVER *(Art Mooney)*
8. HAUNTED HEART *(Perry Como)*
9. SABRE DANCE *(Woody Herman)*
10. TERESA *(Vic Damone)*

### Cleveland, O.

1. MANANA *(Peggy Lee)*
2. YOU CAN'T BE TRUE, DEAR *(Ken Griffin)*
3. NOW IS THE HOUR *(Gracie Fields)*
4. SABRE DANCE *(Macklin Marrow)*
5. TOOLIE OOLIE DOOLIE *(Vaughn Horton)*
6. FOUR LEAF CLOVER *(Art Mooney)*
7. LITTLE WHITE LIES *(Dick Haymes)*
8. MADE FOR EACH OTHER *(Ethel Smith)*
9. THOUGHTLESS *(Vic Damone)*
10. BEG YOUR PARDON *(Francis Craig)*

### Salisbury, N. C.

1. NOW IS THE HOUR *(Bing Crosby)*
2. ST. LOUIS BLUES MARCH *(Tex Beneke)*
3. MANANA *(Peggy Lee)*
4. BALLERINA *(Vaughn Monroe)*
5. BEG YOUR PARDON *(Francis Craig)*
6. FOUR LEAF CLOVER *(Art Mooney)*
7. LITTLE WHITE LIES *(Dick Haymes)*
8. I LOVE YOU YES I DO *(Bullmoose Jackson)*
9. GOLDEN EARRINGS *(Peggy Lee)*
10. HAUNTED HEART *(Perry Como)*

### Shoals, Ind.

1. NOW IS THE HOUR *(Bing Crosby)*
2. FOUR LEAR CLOVER *(Art Mooney)*
3. BEG YOUR PARDON *(Francis Craig)*
4. MANANA *(Peggy Lee)*
5. BUT BEAUTIFUL *(Margaret Whiting)*
6. SABRE DANCE *(Woody Herman)*
7. THOUGHTLESS *(Guy Lombardo)*
8. SLAP 'ER DOWN AGIN' PAW *(Arthur Godfrey)*
9. BALLERINA *(Vaughn Monroe)*
10. BABY FACE *(Art Mooney)*

### San Antonio, Tex.

1. NOW IS THE HOUR *(Bing Crosby)*
2. MANANA *(Peggy Lee)*
3. FOUR LEAF CLOVER *(Art Mooney)*
4. FINE BROWN FRAME *(Nellie Lutcher)*
5. BALLERINA *(Vaughn Monroe)*
6. THOUGHTLESS *(Guy Lombardo)*
7. BECAUSE *(Perry Como)*
8. GONNA GET A GIRL *(Tony Pastor)*
9. KING SIZE PAPA *(Julia Lee)*
10. BABY FACE *(Art Mooney)*

### St. Albans, Vt.

1. NOW IS THE HOUR *(Bing Crosby)*
2. BEG YOUR PARDON *(Frankie Carle)*
3. MANANA *(Peggy Lee)*
4. FOUR LEAF CLOVER *(Art Mooney)*
5. BALLERINA *(Vaughn Monroe)*
6. DICKEY BIRD SONG *(Larry Clinton)*
7. THE BEST THINGS IN LIFE ARE FREE *(Jo Stafford)*
8. BUT BEAUTIFUL *(Margaret Whiting)*
9. SERENADE OF THE BELLS *(Sammy Kaye)*
10. BABY FACE *(Art Mooney)*

### Madison, Wisc.

1. NOW IS THE HOUR *(Margaret Whiting)*
2. MANANA *(Peggy Lee)*
3. BEG YOUR PARDON *(Frankie Carle)*
4. SABRE DANCE *(Woody Herman)*
5. FOUR LEAF CLOVER *(Art Mooney)*
6. THOUSAND ISLANDS SONG *(Louis Prima)*
7. BECAUSE *(Perry Como)*
8. SHINE *(Frankie Laine)*
9. TERESA *(Vic Damone)*
10. BUT BEAUTIFUL *(Margaret Whiting)*

### Danbury, Conn.

1. MANANA *(Peggy Lee)*
2. ROBBINS NEST *(Sam Donahue)*
3. NOW IS THE HOUR *(Margaret Whiting)*
4. LITTLE WHITE LIES *(Dick Haymes)*
5. SABRE DANCE BOOGIE *(Freddy Martin)*
6. TROUBLE IS A MAN *(Sarah Vaughn)*
7. SERENADE OF THE BELLS *(Jo Stafford)*
8. BECAUSE *(Perry Como)*
9. TOOLIE OOLIE DOOLIE *(Vnughn Horton)*
10. ST. LOUIS BLUES MARCH *(Tex Beneke)*

### Washington, D. C.

1. NOW IS THE HOUR *(Gracie Fields)*
2. MANANA *(Peggy Lee)*
3. FOUR LEAF CLOVER *(Art Mooney)*
4. BEG YOUR PARDON *(Francis Craig)*
5. BUT BEAUTIFUL *(Bing Crosby)*
6. BALLERINA *(Vaughn Monroe)*
7. BABY FACE *(Art Mooney)*
8. SERENADE OF THE BELLS *(Jo Stafford)*
9. DICKEY BIRD SONG *(Larry Clinton)*
10. I'LL DANCE AT YOUR WEDDING *(Buddy Clark)*

### Manchester, N. H.

1. NOW IS THE HOUR *(Gracie Fields)*
2. FOUR LEAF CLOVER *(Art Mooney)*
3. MANANA *(Peggy Lee)*
4. BEG YOUR PARDON *(Francis Craig)*
5. BALLERINA *(Vaughn Monroe)*
6. GOLDEN EARRINGS *(Peggy Lee)*
7. TERESA *(Vic Damone)*
8. SABRE DANCE *(Woody Herman)*
9. SHINE *(Frankie Laine)*
10. BECAUSE *(Perry Como)*

### Deadwood, S. D.

1. NOW IS THE HOUR *(Margaret Whiting)*
2. FOUR LEAF CLOVER *(Art Mooney)*
3. MANANA *(Peggy Lee)*
4. BUT BEAUTIFUL *(Margaret Whiting)*
5. BEG YOUR PARDON *(Francis Craig)*
6. IN A LITTLE BOOK SHOP *(Vaughn Monroe)*
7. ST. LOUIS BLUES MARCH *(Tex Beneke)*
8. BALLERINA *(Vnughn Monroe)*
9. GOLDEN EARRINGS *(Bing Crosby)*
10. HAUNTED HEART *(Perry Como)*

### Pittsburgh, Pa.

1. BECAUSE *(Perry Como)*
2. NOW IS THE HOUR *(Bang Crosby)*
3. BUT BEAUTIFUL *(Margaret Whiting)*
4. ST. LOUIS BLUES MARCH *(Tex Beneke)*
5. BALLERINA *(Vaughn Monroe)*
6. MORE THAN EVER BEFORE *(Don Reid)*
7. SHINE *(Frankie Laine)*
8. HAUNTED HEART *(Perry Como)*
9. BABY FACE *(Art Mooney)*
10. FOUR LEAF CLOVER *(Art Mooney)*

### Phoenix, Ariz.

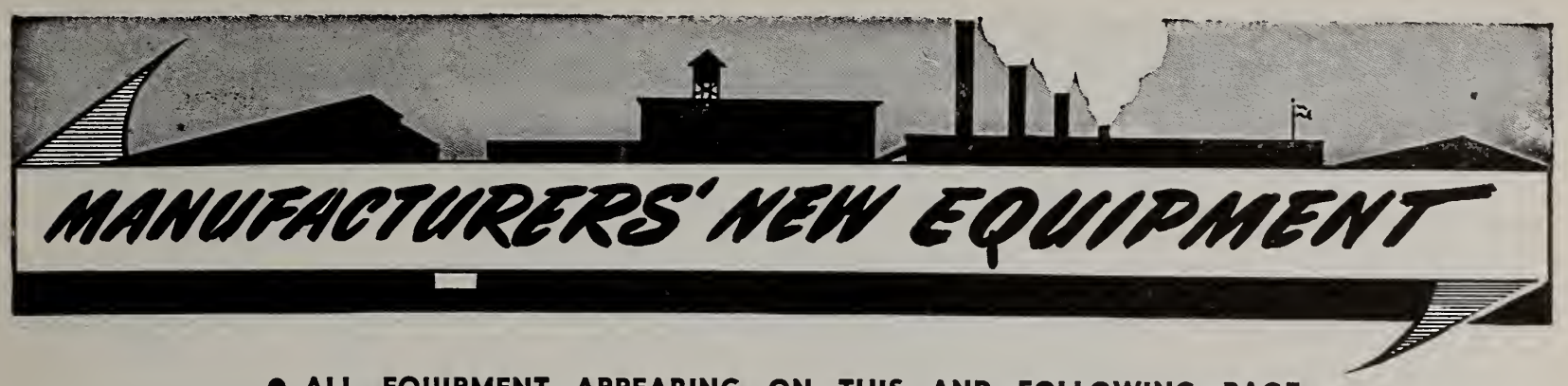
1. NOW IS THE HOUR *(Bing Crosby)*
2. BUT BEAUTIFUL *(Margaret Whiting)*
3. BALLERINA *(Vaughn Monroe)*
4. SHINE *(Frankie Laine)*
5. TOOLIE OOLIE DOOLIE *(Vnughn Horton)*
6. SERENADE OF THE BELLS *(Jo Stafford)*
7. BECAUSE *(Perry Como)*
8. BABY FACE *(Art Mooney)*
9. FOUR LEAF CLOVER *(Art Mooney)*
10. ENCORE CHERIE *(Lenny Herman)*

### Boston, Mass.

1. BECAUSE *(Perry Como)*
2. TOOLIE OOLIE DOOLIE *(Vaughn Horton)*
3. NOW IS THE HOUR *(Bing Crosby)*
4. HAUNTED HEART *(Perry Como)*
5. SERENADE OF THE BELLS *(Sammy Kaye)*
6. THOUGHTLESS *(Buddy Kaye)*
7. SHINE *(Frankie Laine)*
8. FOUR LEAF CLOVER *(Art Mooney)*
9. BEG YOUR PARDON *(Francis Craig)*
10. FOUR LEAF CLOVER *(Art Mooney)*

### Seattle, Wash.

1. FOUR LEAF CLOVER *(Art Mooney)*
2. TOOLIE OOLIE DOOLIE *(Vaughn Monroe)*
3. THOUGHTLESS *(Larry Green)*
4. SHINE *(Frankie Laine)*
5. BEG YOUR PARDON *(Francis Craig)*
6. BABY FACE *(Art Mooney)*
7. ENCORE CHERIE *(Lenny Herman)*
8. TERESA *(Vic Damone)*
9. MATINEE *(Vaughn Monroe)*
10. BECAUSE *(Perry Como)*




**• ALL EQUIPMENT APPEARING ON THIS AND FOLLOWING PAGE LISTED ONLY UNTIL MACHINES ARE NO LONGER IN PRODUCTION.**

## MUSIC

**A.M.I.**
- Model A w/play meter ..... 897.50
- Model A without play meter ..... 887.50
- Automatic Hostess Complete 20 Station Unit .....14,800.00

**HIDEAWAY CAB. W/Selective Play Mech.:**
- W/Amplifier and Remote Volume Control..... 515.00

**HIDEAWAY CAB. W/Continuous Play Mech.:**
- W/Amplifier and Remote Volume Control..... 482.50
- W/Amplifier—No Remote Volume Control..... 470.00
- Complete—No Amp., No Volume Control..... 410.00
- 5c 3 wire 40 selection wall box ..... 53.50
- 5-10-25c 3 wire 40 selection wall box ..... 59.50
- Stepper for 10 wall boxes ..... 39.75
- Stepper for 25 wall boxes ..... 42.75

**AIREON**
- Coronet 400 .....$495.00
- Blonde Bombshell ..... 595.00
- Fiesta DeLuxe ..... 595.00
- Super DeLuxe ..... 595.00
- 48′ Model Hideaway ..... 299.50
- 48′ Model "trio" wall and bar box..... 59.50
- 48′ Model X — Rotormatic receiver..... 29.50
- 48′ Model — Universal 30 wire adapter ..... 29.50
- 48′ Carilleon Speaker ..... 37.50
- 48′ Melodeon Speaker ..... 27.50
- 48′ Impressario Speaker ..... 19.50

**FILBEN**
- Mirrocle Cabinet ..... 325.00
- 30 Selection Stowaway Mech. ..... 398.00

**BUCKLEY**
- Music Box ..... 25.00

**MILLS INDUSTRIES**
- Constellation ..... 795.00

**PACKARD MFG. CORP.**
- Manhattan Phonograph ..... 695.00
- Hideaway Model 400 ..... 383.00
- Model 1000 Spkr. — Paradise..... 129.50
- Butler Wall Box Hi-Chrome 5c ..... 32.50
- Butler Wall Box Hi-Chrome 10c ..... 33.95
- 950 Speaker ..... 35.00
- 650 Speaker ..... 16.50

**ROCK-OLA**
- Magic-glo Phonograph .....No Price Set
- Model 1807 Moderne Corner Spkr. ..... 107.50
- Model 1906 Remote Volume Control ..... 6.90
- Model 1530 Wall Box ..... 39.50
- Model 1603 Wall Speaker ..... 42.50
- Model 1606 Tonette Wall Speaker ..... 21.50
- Model 1608 Tone-O-Lier Speaker ..... 65.00
- Model 1607 Tonette Wall Speaker ..... 19.75
- Model 1531 DeLuxe Bar Bracket ..... 8.25
- Model 1533 Universal Bar Bracket ..... 3.90
- Model 1795 Wall Box Line Booster ..... 16.35

**SCOTTO MUSIC CO.**
- Music Master Cabinet ..... 325.00
- Melody Master Cabinet ..... 285.00
- Remote Master Cabinet ..... 315.00

**SEEBURG**
- 148-M Symphonola ..... 965.00
- 148-S Symphonola ..... 895.00
- H-148-M RC Special ..... 564.00
- Wireless Wallomatic ..... 58.50
- Wired Wallomatic ..... 49.75
- 5-10-25c Wireless Wallomatic ..... 87.50
- 5-10-25c Wired Wallomatic ..... 75.00
- Teardrop Speaker ..... 19.95
- RS4-8 Recess Wall & Ceiling Speaker ..... 18.00
- 1948 Door & Dome ..... 102.50

## MUSIC

**WURLITZER**
- Model 1100 Standard .....$999.50
- Model 1080A Colonial ..... 899.50
- Model 1017A Concealed chngr. w/ stepper ..... 529.50
- Model 1015 Standard ..... 914.50
- Model 1080 Colonial ..... 875.00
- Model 1017 Concealed chngr. w/ stepper ..... 499.50
- Model 2140 5-10¢ Wireless ..... 50.00
- Model 3025 5¢ 3-wire ..... 49.50
- Model 3045 Wireless ..... 59.50
- Model 3020 5-10-25c 3-wire ..... 69.50
- Model 3031 5c 30-wire ..... 39.50
- Model 212 Master Unit ..... 70.00
- Model 215 Wireless Transmitter ..... 17.50
- Model 216 Wireless Impulse Receiver ..... 22.50
- Model 217 Auxiliary Amplifier ..... 35.00
- Model 218 30-wire Adapter Terminal Box.... 15.00
- Model 219 Stepper ..... 46.50
- Model 4000 8″ Metal Star Speaker ..... 45.00
- Model 4002 8″ Plastic Star Speaker ..... 45.00
- Model 4004A 8″ Metal Musical Note Speaker.. 30.00
- Model 4005 8″ Walnut Round Speaker ..... 22.50
- Model 4005A 8″ Walnut Round Speaker ..... 25.00
- Model 4006A 8″ Deluxe, Walnut Round Mirror. 35.00
- Model 4007 12″ Intermediate Deluxe Speaker.. 135.00
- Model 4008 15″ Deluxe Speaker ..... 185.50

## PINS

**BALLY**
- Ballerina ..... 289.50

**CHICAGO COIN**
- Trinidad ..... 275.00

**GENCO**
- Trade Winds ..... 289.50

**EXHIBIT**
- Banjo ..... 299.50

**GOTTLIEB**
- Cinderella ..... 294.00

**MARVEL**
- Gold Mine ..... 289.50
- Gold Mine w/4 play chute ..... 299.50

**J. H. KEENEY CO.**
- Cover Girl ..... 265.00

**UNITED MFG. CO.**
- Manhattan ..... 275.00

**WILLIAMS MFG. CO.**
- Tennessee ..... 299.50

## COUNTER GAMES

**A.B.T. MFG. CORP.**
- Challenger ..... 65.00

**BALLY MFG. CO.**
- Heavy Hitter ..... 184.50
- w/stand ..... 196.50

**GOTTLIEB**
- DeLuxe Grip Scale ..... 39.50

**GROETCHEN MFG. CO.**
- Camera Chief ..... 19.95

## ROLL DOWNS

**BALLY**
- Hy-Roll ..... 499.50

**GEO. PONSER CO.**
- Pro-Score ..... 495.00

## ONE-BALLS

**BALLY**
- Gold Cup, F. P. ..... 645.00
- Trophy, P. O. ..... 645.00

## BELLS

**BELL-O-MATIC CORP.**
- 5c Jewel Bell ..... 248.00
- 10c Jewel Bell ..... 253.00
- 25c Jewel Bell ..... 258.00
- 50c Jewel Bell ..... 338.00
- Spinning Reels ..... No Price Set
- Black Gold Bell ..... No Price Set

**GROETCHEN**
- Columbia Twin JP ..... 145.00
- Columbia DeLuxe Club ..... 209.50

**MILLS SALES CO. LTD.**
- Dollar Bell ..... No Price Set

**O. D. JENNINGS**
- 5c DeLuxe Club Chiefs ..... 299.00
- 10c DeLuxe Club Chiefs ..... 309.00
- 25c DeLuxe Club Chiefs ..... 319.00
- 25c DeLuxe Club Chief ..... 429.00
- 5c Super DeLuxe Club Chief ..... 324.00
- 10c Super DeLuxe Club Chief ..... 334.00
- 25c Super DeLuxe Club Chief ..... 344.00
- 50c Super DeLuxe Club Chief.. ..... 454.00

**PACE**
- 5c DeLuxe Chrome Bell ..... 245.00
- 10c DeLuxe Chrome Bell ..... 255.00
- 25c DeLuxe Chrome Bell ..... 265.00
- 50c DeLuxe Chrome Bell ..... 375.00
- $1.00 DeLuxe Chrome Bell ..... 550.00
- 5c Rocket Slug Proof ..... 245.00
- 10c Rocket Slug Proof ..... 255.00
- 25c Rocket Slug Proof ..... 265.00

## CONSOLES

**BALLY**
- Wild Lemon ..... $542.50
- Double-Up ..... 542.50
- Hi-Boy ..... 424.00
- Triple Bell 5-5-5 ..... 895.00
- Triple Bell 5-5-25 ..... 910.00
- Triple Bell 5-10-25 ..... 925.00

**BELL-O-MATIC**
- Three Bells, 1947 ..... 735.00

**BUCKLEY**
- Track Odds DD JP ..... 1250.00
- Parlay Long Shot ..... 1250.00

**EVANS**
- Bangtails 5c Comb 7 Coin..... No Price Set
- Bangtails 25c Comb 7 Coin..... No Price Set
- Bangtail JP ..... No Price Set
- Bangtail FP PO JP ..... No Price Set
- Evans Races ..... No Price Set
- Casino Bell ..... No Price Set
- 1946 Galloping Dominoes JP ..... No Price Set
- Winter Book JP ..... No Price Set

**GROETCHEN TOOL & MFG. CO.**
- Columbia Twin Falls ..... 485.00

**O. D. JENNINGS**
- Challenger 5-25 ..... 595.00
- Club Console ..... 499.00
- DeLuxe Club Console ..... 529.00
- Super DeLuxe Club Console ..... 545.00

**J. H. KEENEY CO.**
- Gold Nugget ..... 800.00

**PACE**
- 3-Way Bell Console 5c-10c-25c ..... $690.00
- 5c Royal Console..... 320.00
- 10c Royal Console..... 330.00
- 25c Royal Console..... 340.00
- 50c Royal Console..... 475.00
- 1.00 Royal Console..... 650.00

## ARCADE TYPE

**BALLY MFG. CO.**
- Big Inning ..... 539.50
- Bally Bowler ..... 539.50

**H. C. EVANS CO.**
- Bat-A-Score ..... No Price Set

**EDELMAN AMUSEMENT DEVICES**
- Flash Bowler
  - 13'—8" ..... 475.00
  - 11'—8" ..... 450.00
  - 10'—8" ..... 450.00
- Belgian Pool ..... 319.50

## ARCADE TYPE *(continued)*

**INTERNATIONAL MUTOSCOPE CORP.**
- Deluxe Movie Console ..... 150.00
- Deluxe Movie Counter ..... 140.00
- Fishing Well ..... 375.00
- Silver Gloves ..... 375.00

# PARTS AND SUPPLIES

## GLASS SIZES — PIN GAMES

| | |
|---|---|
| Bally | 21 x 41 |
| Chicago Coin | 21 x 41 |
| Exhibit | 21 x 41 |
| Gottlieb | 21 x 43 |
| Keeney | 21 x 41 |
| Marvel | 21 x 41 |
| United | 21 x 41 |
| Williams | 21 x 43 |

## COILS — PIN GAMES

**WILLIAMS:**

| | |
|---|---|
| 10 Ohms | W— 7 |
| 125 Ohms | W—10 |
| 200 Ohms | W—15 |
| 10-100 Ohms | W—20 |
| W—5 w/bracket | W—28 |
| | W—30 |

**GOTTLIEB:**

| | |
|---|---|
| R-20-1 | A20-8 |
| R-20-4 | A-580 |
| R-20-5 | R-20-2 |
| A-20-4 | R-20-3 |
| SM20-1 | C-20-1 |
| SM20-2 | C-20-3 |
| A20-2 | C-20-2 |
| A20-3 | 2 make relay |
| A20-6 | 3 make relay |

**BALLY:**

| | |
|---|---|
| A-25 | 150 ohm 45v |
| A-26 | 550 ohm 115v |
| A-30 | E-23 |
| A-31 | E-28 |
| H-24 | R-28 |
| H-27 | E-31 |
| H-31 | J-29 |
| G-28 | C-1886 |
| O-31 | C-27 |
| W-21 | C-28 |
| W-24 | C-29 |
| 90 ohm 50v | |
| 5 ohm 6v | |

**CHICAGO COIN:**

| | |
|---|---|
| 2876 complete | R-237 |
| 2876 brackets | R-239 |
| 2876 coil | X-299 |
| 2876 brass sleeve | X-298 |
| P-273 | U-298 |
| X-327 | O-273 |

**UNITED:**

| | |
|---|---|
| 6-23 | 2-24 |
| 6-28 | 3-23 |
| 6-29 | 4-24 |
| 12-23 | 5-25 |
| 12-24 | 5-28 |
| 123 | |

**EXHIBIT:**

| | |
|---|---|
| 827 | 628 |
| 123 | 525 |
| 223 | 528 |
| 124 | 1625 |
| 624 | 1222 |
| 629 | 1223 |
| 631 | 1224 |

**GENCO:**

| | |
|---|---|
| 24 Medium | No. 30 |
| 24 Plain | No. 29 |
| J-102 | No. 26 |
| J-99 | |

As a service to repair and servicemen in the coin machine industry, *The Cash Box* herewith lists parts and supplies information. Additional information concerning standard parts and supplies will be listed in the future. Manufacturers desiring such listing are requested to contact *The Cash Box* immediately.

# Buckley BUILDS THE Best

## NEW CABINET ASSEMBLIES

**FOR MILLS ESCALATOR BELLS HAMMERLOID OR WRINKLE**

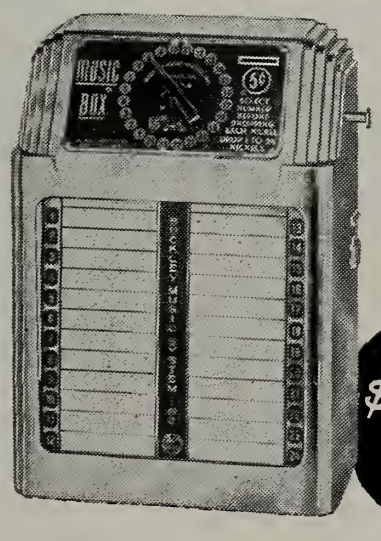
***YOUR CHOICE OF:***

**Cherry or Diamond Ornaments, Maroon, Copper, Gold, Green, Aluminum Gray, Chocolate, Surf Blue.**

- **Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.**
- **Club Handle and Handle Collar chrome plated.**
- **Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.**
- **5c-10c-25c chrome Denominator Coin Intake.**
- **Payout Cups with anti-spoon Cup.**
- **Drilipreof Plates.**

**$50.00**

## THE NEW Music Box




**$25.00**

**Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today, Buckley leads the field by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.**

**Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.**

**The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view, Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box . . . equally popular for wall or bar installation.**

## TRACK ODDS

**BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race herse console that would stand up month after month—year after year—and outearn all other coin machines.**
**Buckley operators know this to be a fact. Experience has proved that ne other machine can even come in a close second from the standpoint of earnings. Every day new eperators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped fer.**

**$1250.00**

MEMBER

## Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

**(PHONE: VAN BUREN 6636-37-38-6533)**

# The NEW Big Profit Field for Music Operators

# COMMERCIAL MUSIC

**THE ORIGINAL! THE ONE AND ONLY COMMERCIAL MUSIC SYSTEM THAT HAS PROVED ITSELF PERFECT ON LOCATIONS THRUOUT THE ENTIRE NATION!!**

## TELOMATIC "ROBOT"

**ADD TO YOUR PRESENT INCOME**
**BY BUILDING A ROUTE AMONG THE COMMERCIAL LOCATIONS IN YOUR AREA! NO DEPRECIATION! NO OBSOLETE MACHINES! CONTINUOUS, STEADY, WEEKLY PROFITS!**

**TELOMATIC "ROBOT" IS . . .**

# PRICED LOW TO HELP YOU TO BIG PROFITS!

The Telomatic "ROBOT" is more than a library! It features 40 selections and commercial music experts state that all that is today necessary in any commercial location is from two to three hours of music during the working day! Complete programs can be inserted in the "ROBOT" at one time and in advance! Features a radio for special broadcasts! Has a Public Address System built right in for paging, and for commercial and other announcements! What's even MORE IMPORTANT—is the FACT that—Telomatic "ROBOT" NOW COMES TO YOU AT A SPECIAL LOW PRICE TO MAKE IT POSSIBLE FOR YOU TO EARN BIG, STEADY, CONTINUOUS PROFITS!!! Buy the ORIGINAL and the BEST! WRITE, WIRE, PHONE IMMEDIATELY FOR PRICE AND FURTHER FACTS which will absolutely amaze you! DO IT NOW!!

# RUNYON SALES COMPANY

**593 10th AVENUE, NEW YORK 18, N. Y.**
**BRyant 9-2235**

●

**123 W. RUNYON STREET, NEWARK 8, N. J.**
**Bigelow 3-8777**

You'll Find *Your Sweetheart* in

# CINDERELLA

IDEAL for APPEAL

PERFECT for PERFORMANCE

TRIPLE-A for PROFITS

●

*Original*

FLIPPER BUMPERS

ROTATION SEQUENCE

HIGH SCORE • KICKER POCKETS

DOUBLE BONUS

and BONUS BUILD-UP

*"There is no substitute for Quality!"*

SEE YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

COIN MACHINE INDUSTRIES, INC. CMI For Your Protection MEMBER


# Ops Flock To Burns Detective Agency For Protection

WASHINGTON, D. C.—Executives of The Coin Machine Operators of America, Inc., Commerce & Savings Bank Bldg., this city, who are exclusively handling the protection service of the world famous William J. Burns International Detective Agency, Inc., in the interests of the coin machine industry, report that they have been "deluged with requests" from operators all over the country for more information regarding this famed protective service.

As one of these execs stated "We have never realized what theft and vandalism the average coin machine operator was subject to until we made the announcement we were now handling the world famous William J. Burns International Detective Agency protection for the coin machine trade.

"It seems," this executive continued, "that operators of all types of machines are in need of our service. They have in the past gone along in a very careless manner and haven't protected the equipment from thieves and vandals. It is sad to think of all the loss which has been caused the average operator from theft alone, not to speak of vandalism. Machines have not only been stolen, but, they have been marred and damaged to such a point where the trade-in acceptance was absolutely worthless.

"Furthermore," he continued, "because of the tests which have been made over a year's time, we are now able to offer this famed protection to the coin machine operator for less than a penny a day."

It is also reported that many of the nation's leading associations have arranged for the William J. Burns International Detective Agency protection for their members on a combination membership rate.

# Coin Machines To Be Cut 89% If War

WASHINGTON, D. C.—The new handbook just issued here this past week regarding what cuts can be expected in all industries, in case of war, lists the cut in coin machine production at 89%.

This is approximately the same as happened during the past war period. The only production allowed was for parts necessary to keep machines operating.

The name of the new handbook is "Military Aspects of Industrial Mobilization" and should prove of interest to all in the industry.

# New Distributing Firm To Open In Portland, Ore.

PORTLAND, ORE.—Bob Portale, well known Pacific coast coinman, reports that he has resigned from the M. S. Wolf Company, and is opening the Maport Distributing Company at 1312 S. W. Washington St., this city.

Portale will be ready to open these offices around May 1st, and intends to job and distribute the machines for various manufacturers. At the present time the firm has been appointed distributor for the Filben Mirrocle music line.


ARCADE OUTFITTERS SINCE 1912

Best Arcade & Location Equipment In Stock

New Groetchen Penny Winner!

CAMERA CHIEF

$19.95 Ea.

Including 3 Sets of 9 Pictures Each.

NOW DELIVERING THE HIT OF THE SHOW

SCIENTIFIC'S NEW BASEBALL "PITCH 'EM & CATCH 'EM"—WRITE

ABT CHALLENGER, 1948 ..... $ 45.00
ABT MODEL F, 1948 ..... 49.50
ABT STRIK-A-LITE, 1948 ..... 49.50
PHOTOMATIC, Factory Reconditioned, looks and works like new. 550.00
VOICE-O-GRAPH, New ..... WRITE
PHOTOMATIC, New ..... WRITE
MERCURY SCALE ..... 195.00
AMERICAN GRIPMETER ..... 175.00

ORDER YOUR CARDS NOW—

WE SELL AT FACTORY PRICES!

FREE! 6-Page Illustrated Catalog. New or Factory Rebuilt Amusement Machines — Any Make or Model — Parts, Supplies and Cards—Munves Has Them All.

MIKE MUNVES CORP.

510-514 W. 34th St.
N.Y. 1, N.Y. (Bryant 9-6677)



Distributor in LOUISIANA
TEXAS - ALA. - ARK. and MISS.
for

THE NEW 1948 BUCKLEY LINE

CONSOLE DIST. CO.

1006 Poydras St., New Orleans, La.

Phone: RA 3811

SAM TRIDICO BOB BUCKLEY

"CRISS-CROSS" BELL; DAILY DOUBLE TRACK ODDS; 1948 WALL & BAR BOX.

# LION Cold-Carbonated BEVERAGE VENDER

## Serves 1200 drinks from a single servicing

THE LION BEVERAGE VENDER is now being manufactured to vend 9 oz. drinks of Pepsi-Cola. For complete details write for Bulletin X.

**LION MANUFACTURING CORPORATION**

MANUFACTURERS OF BALLY COIN-OPERATED GAMES
2640 BELMONT AVENUE CHICAGO 18, ILLINOIS

**LYMO Industries, Inc., Exclusive Distributors**
MERCHANDISE MART CHICAGO 54, ILLINOIS

# JUKE BOX BIZ IN DANGER

## House of Representatives' Sub-Committee Rules Favorably on Anti-Juke Box Bill (H. R. 1269) Believed Dead. Bill Now in Big Committee-On-The-Judiciary. Sen. Hawks (R. N. J.) Introduced Similar Bill (S-2164) in Senate on Feb. 13. Juke Box Leaders Shocked. Big Fight Looms Ahead. Hope is the Bills Will Not be Read Out This Session. Ops' Executive Committee Attorney Praises "The Cash Box" for Advance Warnings as He Rushes to Washington to Meet With Juke Box Mfrs' Atty. Entire Industry Must be Alerted.

WASHINGTON, D. C.—The nation's juke box leaders are shocked. They've been caught short. Not heeding the warnings of *The Cash Box*, they disregarded the bills which were supposedly "dead" from the hearings held last year before the Sub-Committee of the Committee-On-The-Judiciary. This Sub-Committee on Patents, Trademarks and Copyrights, suddenly, without any warning whatsoever, decided favorably on the Scott Bill (H. R. 1269) which is reproduced on this page, and passed this Bill on to the big Committee-On-The-Judiciary which is in session right now.

This means that should this Bill pass the Committee-On-The-Judiciary it will go into the Rules Committee from where it enters into the House of Representatives for vote.

At the same time, Senator Hawks (R.N.J.) has introduced a companion Bill (S-2164) into the Senate which is reported to be exactly similar to the Scott Bill.

Both bills mean to extract tribute from the juke box industry. Both bills suddenly, without any warning or hearing, pounced down on the necks of the members of this business and banged down so hard that a battle for the very life of this business is now at hand.

*It is up to every juke box operator to alert everyone in his territory regarding these bills.*

The legal counsellor for the national operators' Executive Committee, Sidney H. Levine, who is also attorney for the Automatic Music Operators Assn. of New York City, is on his way to Washington to meet with Hammond Chaffetz, attorney for the juke box manufacturers, to discuss ways and means to overcome these bills in the House and Senate.

Before leaving for Washington, Attorney Levine phoned *The Cash Box* to state, "No one heeded your warnings. This proves that *The Cash Box* knew what it was writing about when it hlasted those headlines at the trade urging it to 'be prepared'."

George A. Miller, Chairman of the national operators' Executive Committee, has already been notified. He is urging all to keep calm, cool and collected, until further facts are known.

He will make the call to the nation's juke box operators just as soon as he believes that such a battle cry should be made.

Should these bills pass it means that every juke box operator in the nation is subject to pay tribute to ASCAP (American Society of Composers, Authors and Publishers) and also anyone else who publishes a song and has a recording of it played in a juke box.

It will be the most complicated puzzle which has ever yet appeared before any industry in this nation.

It will mean paying tribute to tens, possibly hundreds of publishers and societies who will jam down on the operators' necks and demand royalties for playing of a song which they can, individually, or as a group, copyright.

Four times have the members of New York's juke box industry been victorious over these people. But never before have they been faced with a situation as grave as this one.

This is the furthest advance ever yet made to get the "Copyright Act of 1909" changed so as to force every operator in the country to pay tribute to one privileged group, or, to perhaps hundreds of privileged persons who will decide to do their own collecting when they copyright their own tunes.

"It's a black day for the industry", one noted juke box leader here stated. He further believes, "This is the one time when every juke box operator in the nation must be alerted so that he stands ready for the battle that is ahead of him. If he disregards this warning he'll be a very sorry man. *The Cash Box*", he continued, "is to be given, once again, tremendous credit for the work which it has done in the past and which it can be counted on to do now. Every juke box operator should get back of *The Cash Box*".

The situation is made even more tense due to the fact that the Pan American report, now in the hands of Congress, charges that these neighbors are not getting royalties for the songs which are used "commercially" in this country. And since there is a move afoot to bring closer together the Pan American union with the United States it is believed here that this report will have a very serious effect on these bills.

Furthermore, such statements as made by Rep. Carroll D. Kearns (R. Pa.) who, as head of the Labor Committee, urged that juke boxes pay royalties to the musicians, as a cure for all musician's ills, has also hurt this industry.

Operators of automatic music are urged to remain calm, but, to be prepared for the battle of their lives.

There is no doubt, with conditions what they are in the automatic music industry today few, if any, can stand any further costs being added onto their operations at this time.

As is well known, should these bills be successful, the costs which can be charged against the industry, regardless of their amount to begin with, may absolutely wipe out hundreds on hundreds of operations.

***This is the "Scott Bill" Reproduced from the June 2, 1947 Issue of "The Cash Box". Better Read It Again to See What You, As a Juke Box Operator, Are Now Up Against.***

80TH CONGRESS
1ST SESSION

# H. R. 1269

IN THE HOUSE OF REPRESENTATIVES

JANUARY 23, 1947

Mr. HUGH D. SCOTT, Jr., introduced the following bill; which was referred to the Committee on the Judiciary

# A BILL

To amend the Act entitled "An Act to amend and consolidate the Acts respecting copyright", approved March 4, 1909, as amended.

*Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled*, That the Act entitled "An Act to amend and consolidate the Acts respecting copyright", approved March 4, 1909, as amended, be amended as follows:

Amend section 1 of such Act by striking out the last paragraph thereof which reads: "The reproduction or rendition of a musical composition by or upon coin-operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs."

This Act shall take effect as of July 1, 1947.

# TEN STAR HIT

1. **PRODUCT LEADERSHIP** begins with men—It is important for you to know the men behind the music equipment you buy today—for example, the Manhattan phonograph.
2. **MUSIC PIONEERS**—They are the *same* men who created the *first* commercial automatic electric phonograph more than twenty years ago.
3. **POLICY-MAKERS**—They are the *same* men who sold and developed the idea into an industry and established its basic policies.
4. **EXPERIENCE**—Their experience is important to you because it provides you with equipment of unmatched play-appeal, operating efficiency and dependability—plus unrivalled creative design and modernity.
5. **MANHATTAN BEST EXAMPLE**—In a few short months their newest creation, the Manhattan phonograph, has become known as—"The finest, most luxurious, best-toned phonograph made.
6. **GOODWILL BUILDER**—Manhattan's outstanding popularity is winning choice locations, creating music patronage—and bettering 'split' and profits for Ops.
7. **'DIRECT' SALES PLAN**—A clear-cut example of industry policy-making is Packard's recently announced *Direct-To-Operators* Sales Plan.
8. **PLAN BENEFITS YOU**—By ordering direct from factory you receive the $1010 Manhattan phonograph for $625.50 cash, or $695 financed over 26 months.
9. **YOUR SAVINGS**—In round figures you save between $300 and $400 per phonograph. Your $2 does the work of $3. You establish your business and future securely.
10. **NATION-WIDE APPROVAL**—Music Operators, from coast to coast, express succinct approval of *preferred* Manhattan phonograph and *preferred* Packard Direct-To-Operators Sales Plan as—*"Only Deal Today for an Operator!"*

***Preferred Product . . .***
***Preferred Sales Plan . . .***
***Only Packard Gives You BOTH!***

THE "Manhattan"

CREATED BY HOMER E. CAPEHART

*Only Deal Today for an Operator*

**. . . Say Music Ops from Coast to Coast**

Mail coupon below for complete information

I am a bona fide Operator of..... Phonographs

In.....

Please send me full information about your "direct to Ops" Sales Plan, your new confidential price list for Operators, and tell me how much I can save by buying direct from factory.

Name (print).....

Address.....

City..... State .....

Mail This Coupon to **PACKARD MANUFACTURING CORP.**, Indianapolis 7, Ind., U.S.A.

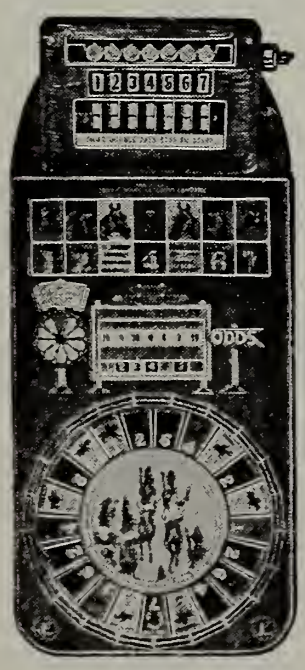
# try it BEFORE You BUY IT!

## BUCKLEY TRACK ODDS AND PARLAY LONG SHOT

Hundreds of operators know from actual experience that Track Odds and Parlay Long Shot are the greatest money-makers ever offered to the coin machine trade.

If you don't know it, here's your chance to find out—and it won't cost you a cent. Both Track Odds and Parlay are available in nickel or quarter play—for straight cash or check payout.

Order a sample today on our thirty days' free trial offer explained below.



## TRACK ODDS

Illustration at the left shows the TRACK ODDS top glass. From one to seven coins may be played at one time. Winner is indicated by the spinner and odds changer shows odds. Players like the TRACK ODDS because it is easy to understand and gives them ACTION and THRILLS.

## PARLAY LONG SHOT

Illustration on the right shows Buckley PARLAY top glass. Notice the big odds — 10-15-20-25-30 to 1 plus jackpot as high as 500 to 1. Naturally the PARLAY is a real favorite with long shot players. It's an ideal companion console for the TRACK ODDS.

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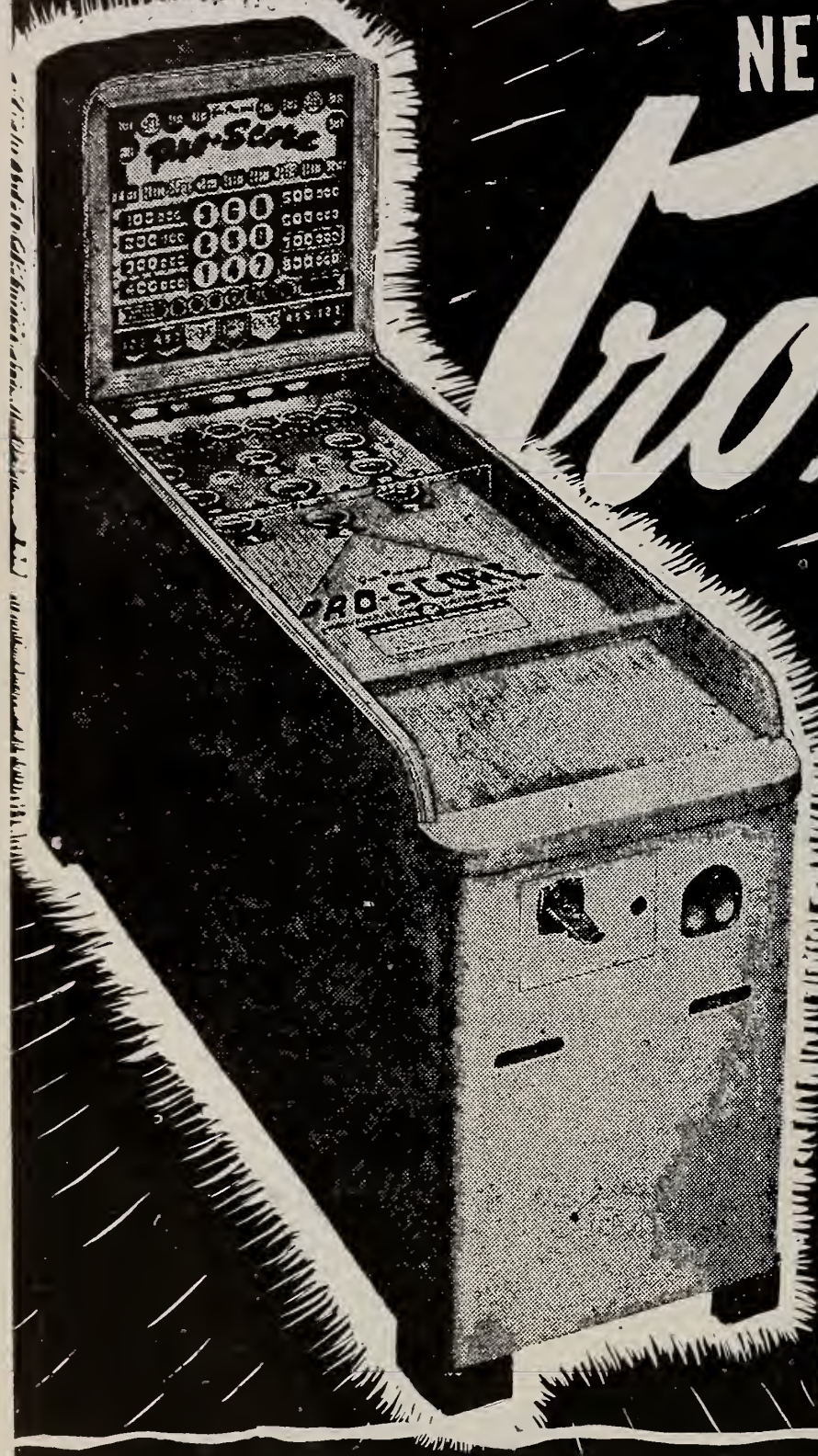


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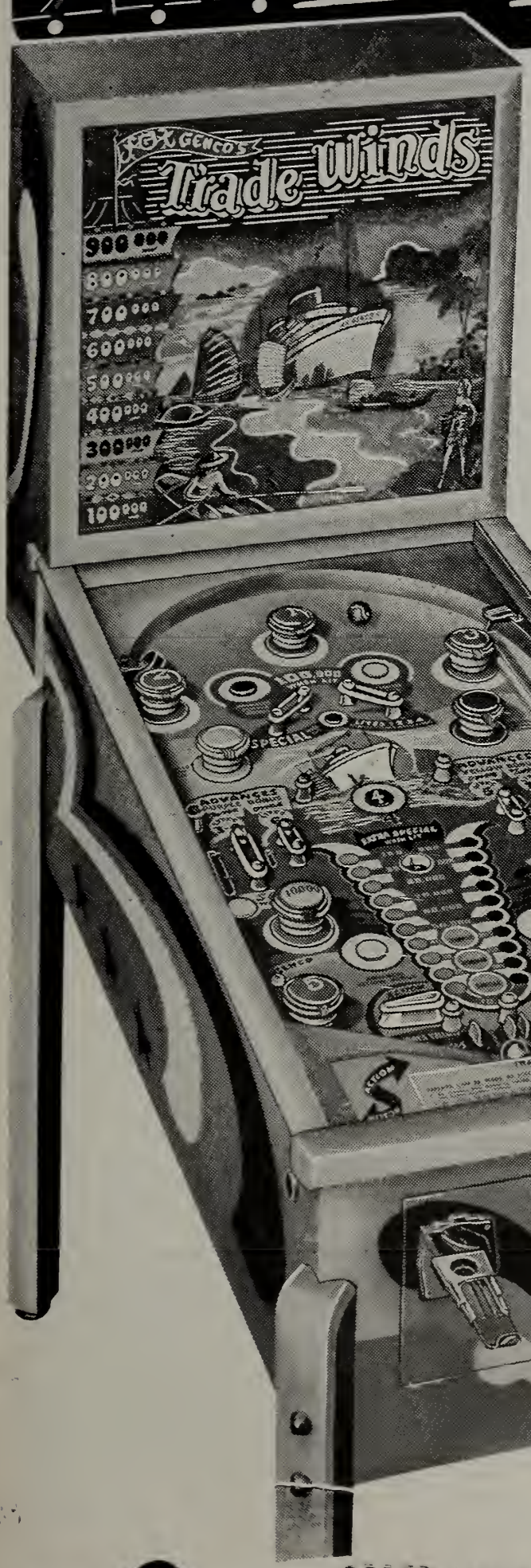
# GENCO'S Trade Winds

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Every type of machine is covered by the William J. Burns International Detective Agency protective system, everywhere in the nation. Whether you operate vending machines, consoles, bells, one-balls, pinball, arcade equipment, music machines, scales, or whatever type of coin operated machine you have on location anywhere in all the world, you receive complete and full protection from the William J. Burns International Detective Agency.

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Furthermore, because of the fact that the William J. Burns International Detective Agency is now prepared to offer their remarkable and efficient protective service to the coin operated machines industry, it has been placed in the hands of an organization with many years of experience in the coin machine business, an organization that understands your problems and can work right with you to give you the maximum protection.

Exclusively, in the coin operated machines business, the William J. Burns International Detective Agency protection will be handled by:—THE COIN MACHINE OPERATORS OF AMERICA, INC., whose headquarters are:—Washington, D. C.

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MEMBER


# JACK MITNICK RESIGNS FROM RUNYON SALES

## Will Announce New Set-Up Shortly

JACK MITNICK

NEW YORK—Jack Mitnick, who has headed the sales division of Runyon Sales Company for a number of years, announced that he had resigned from the firm effective with Saturday, April 3.

The resignation was brought about, Mitnick reports, by the organization of a new venture—about which he will inform the trade in full detail within a very short time.

"My association with Runyon and its personnel has been the happiest years I've spent in the coin machine business," stated Mitnick, "and when I explained my plans to Barney Sugerman and Abe Green, they were in agreement with me that I couldn't turn this great opportunity down.

"I shall be ready to make my announcement very shortly," continued Jack, "and it will be a very pleasant surprise to the trade."

Mitnick has been associated with the coin machine industry for over twenty years, having been connected at one time or another, with every phase of the business. In the past few years, he has specialized in the sale of the AMI phono and accessories for Runyon Sales Company.

## Perin & Miller Appointed To Executive Posts In Jack R. Moore Company

PORTLAND, ORE.—W. H. (Bill) Schetter, president of Jack R. Moore Company, announced the appointment of Ralph D. Perin as Branch Manager of the Portland area, and George Miller as Sales Manager for the Portland office.

Perin has been associated with the Moore Company for the past four years, and is well known to operators thruout the entire state. Miller is known to all coinmen in the area, as he has been associating with them for many years.

"In addition to greeting operators here," stated Schetter, "I intend to get out in the field and visit with them on their own grounds."


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*Williams'* New 5-BALL
**TENNESSEE**
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# Telomatic Offers Steady Income From Commercial Music Survey Shows

BARNET B. SUGERMAN

NEW YORK—Runyon Sales Company, this city, national distributors for Telomatic Corp., manufacturers of the "Robot" and "T-3" units for commercial music, presented a very elaborate compilation of commercial music routes this past week which proved that the average music operator should add on commercial music to his present route to assure himself extra steady income.

As one of the execs of this firm stated, "For many months now we have been urging music operators everywhere in the country to take on our 'Robot' and 'T-3' units for these have proved themselves the steadiest moneymakers in the commercial music field. Operators," he continued, "who have already entered into the commercial music field are averaging from $15 to $17 per week steadily, each and every week, on contractural agreement with the commercial locations in their territories."

He also said, "We have featured the 40 selection unit because, as past experience has proved, and has been stated by famous industrial music experts, no more than 2 to 3 hours of music is necessary in the average industrial and commercial location."

The Telomatic firm has also found that their "Robot" and their "T-3" wired music unit which are completely automatic, requiring no attendants, are easily operated because the average operators have old mechanisms which they can use in conjunction with these units.

"To make the deal even more fascinating to the operator," this executive stated, "we are willing to start him off by accepting a trade-in deal on some of his present juke boxes. In this way we feel," he continued, "the operator will definitely get into this very lucrative business and sign up locations right in his own vicinity which he has overlooked."

The average operator is obtaining approximately $15 per week for the rental of the "Robot" unit along with an installation of anywhere from two to five extra speakers.

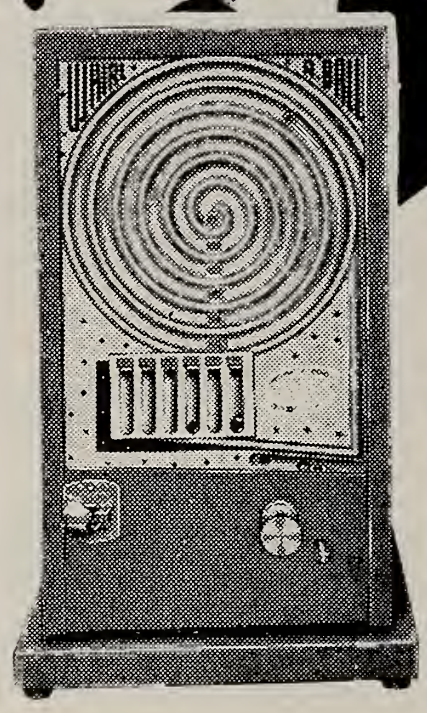
These men have found, it is reported, that they can obtain steadier extra income from the "Robot" and the "T-3" wired music unit, than they can from any other source identified with their businesses.

Since no extra help is needed, the same service man covers these spots and simply installs the records requested, thereby saving the operator much overhead expense.

It is also a fact that the average operator, because he knows the music which is most popular in his territory, has been of great help to all factory executives and commercial locations, for he can arrange for the music best liked by the workers in these spots as well as by the public in the commercial locations.

The firm is also making a special price offer, in addition to the trade-in plan, to the operators all over the country, and the belief is that this "offers the most unusual opportunity for the average operator to cash in on the commercial music field."


Whirl-A-Ball HAS EVERYTHING plus...



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# PLANS PROGRAM TO AID NATION'S MUSIC OPS

## Will Push For Greater Acceptance of Automatic Music By Public To Help Boom Play

GEORGE A. MILLER

OAKLAND, CALIF.—George A. Miller, chairman of the music operators of America, National Executive Committee, is reported preparing a program which will benefit ops thruout the nation.

Winner of the 1947 Public Relations Award of Coin Machine Industries, Inc., Miller has proven his adeptness at public relations work and understanding of what is required to get the attention of the public.

This effort, it is believed by many, should prove of very great interest to all the automatic music industry for it can open the path to greater play and will mean bigger profits for all music ops.

There is need for greater public acceptance of automatic music thruout the nation. Not too many have recognized the need for exploitation and advertising sales promotion.

Miller is among the few music leaders in the industry who have knowledge of what intelligent promotional effort can do for the operators. He has always gone ahead on the basis of winning public friendship and understanding and, thereby, gaining the good will of each community.

As Chairman of the National Executive Committee of the music operators it is believed that his program, when it is ready for the trade, will be of unusually good help to all concerned.

# Adams-Fairfax Officials Retire From Business

LOS ANGELES, CALIF.—Bernie Shapiro, president, and Monroe Shapiro, vice president, Adams-Fairfax Sales Corporation, this city, announced this week that they retired from the coin machine industry.

The brothers, who are identified with the "Cash-Tray" line, have negotiated for two of their employees, Morris Meyers and Fred W. Holm, to continue handling the full Adams-Fairfax product as the Abbey Manufacturing Company, with offices in this city.

Al Silberman, former sales manager for Adams-Fairfax, states he plans to continue in the coin machine industry and will announce his plans shortly.


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REELS OF 8 AND 6 SUBJECTS

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MOTORS REPAIRED WURLITZER — AMI —SEEBURG—ROCK-OLA—MILLS. Rewound to Factory Specifications. Rapid service—repaired or exchanged within 24 hours after arrival.

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# McCormick Named Regional Manager By Packard

L. B. McCORMICK

WILMINGTON, N. C.—L. B. McCormick, popular music machine distributor, this city, has been named regional manager for Packard's "Manhattan" phonograph and Pla-Mor music systems in the states of North Carolina, South Carolina and Virginia, according to an announcement by Homer E. Capehart, Packard chairman of the board.

"'Mac' McCormick needs no introduction to America's music men," said Capehart in commenting on the appointment. "I don't know anyone with more friends in the business than he has."

"Mac" has been a distributor for Packard Manufacturing Corporation for the past three years, and now takes on the music line as regional manager. He is now serving as president of the North Carolina Automatic Music Association.

"I'm enthusiastic," stated McCormick, "about my new assignment with Packard. It's a challenging position with a company and a product that are really going places."

# Al Denver, Pres. N. Y. Music Ops Assn. Commends George A. Miller

AL DENVER

NEW YORK—Stirred by the wonderful cooperation among the music machine leaders of the country, and by the choice of its leaders, Al Denver, President of the Automatic Music Operators Association, Inc , this city, expresses his sentiments in the following article.

"At the 1948 Coin Machine show held in Chicago, a meeting was arranged for the executive officers of the Music Operators Associations throughout the United States.

"When the election of National Chairman was presented to the body. I was pleasantly surprised to realize that the name of one individual was paramount in the minds of each representative. By unanimous vote, George Miller, State President of the California Music Operators Association was elected as National Chairman and National Treasurer. The designation of George Miller, a gentleman of high caliber, trustworthy and reliable, is to be commended.

"My assurances to the representative body, that their choice of Sidney H. Levine as National Chief Counsel and Representative for the Music Operators of America was meritorious. Mr. Levine has been associated with the New York Music Operators Association for the past eleven years as counsel, during which time he generously contributed to the welfare of the operators and to the interests of our industry. The responsibilities of our legal problems pertaining to the ASCAP Congressional hearings during the summer months of 1947, were assumed by the able and capable attorney, Sidney H. Levine, who rallied the cause of each and every operator in the country.

"It would, therefore, be an ungrateful act on my part, if I did not pause to thank the representative body for their choice of leadership.

"My personal and sincere thanks for the honor bestowed in electing me as National vice-Chairman. Rest assured that it will be my desire and pleasure to offer my humble services to George Miller, Sidney H. Levine and to the music operators of America.

"Your leadership is now engaged in one of the most far reaching tasks of our existence. We must plan to build, not for the year, but for the years.

"With co-ordination and unity on the part of all associations, our designs will be accomplished."


"AS IS" SALE!
ALL PARTS INTACT

| | | | |
|---|---|---|---|
| AMI Hi Boy. 40 Record | $ 79.50 | Wurlitzer 950 | $175.00 |
| Singing Tower | 90.00 | Wurlitzer 12 Record | 30.00 |
| Wurlitzer 61 C.M. | 50.00 | Seeburg Gem | 75.00 |
| Wurlitzer Twin 12 | 65.00 | Seeburg Regal | 75.00 |
| Wurlitzer 71 C.M. | 65.00 | Seeburg Classic | 125.00 |
| Wurlitzer 616 | 35.00 | Seeburg 12 Record | 30.00 |
| Wurlitzer 500 | 85.00 | Rock-Ola Boxes | 3.00 |
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NOW $279.50
The Original Miniature Bowling Alley. 14 feet long, 33 inches wide. Automatic Pin Setting Device and Scoring. Double 10¢ Coin Slot.
ORDER TODAY!
BOX # 140, c/o THE CASH BOX, 381 FOURTH AVE., NEW YORK 16, N. Y.


# CMI Contributes $25,000 To Chi Tumor Institute

Because of the success of the Cancer Fund Campaign of the Coin Machine Industries, Inc., the Chicago Tumor Institute received a check for $25,000 for cancer research Sunday, April 4.

Dave Gottlieb, president of CMI, presented the check to Dr. Ludvig Hecktoen, president of the institute, at a "citation dinner" of the Jennie Rubenstein Memorial Fund. Gottlieb, who also addressed the group, was assisted in the presentation by Meyer Gensburg, of the Genco Manufacturing & Sales Co., Chicago.

The $25,000 was allotted to the tumor institute by Walter Winchell and the directors of the Damon Runyon Cancer Fund, to which CMI members have contributed more than $250,000.

The dinner, held in the Covenant Club, Chicago, was attended by more than 600 civic leaders, medical authorities and contributors to the CMI and Jennie Rubenstein funds. The latter agency gave Dr. Hecktoen a check for $10,000.

Because of the large number of persons desiring to attend the annual "citation dinner," it was repeated Sunday, April 11. Dr. Louis Mann, of Sinai Temple, presided and entertainment was provided by stage, radio and screen stars currently appearing in Chicago.

The Jennie Rubenstein Memorial Fund was founded by Mrs. Nathan Leibowitz in memory of her mother, a cancer victim. Mrs. Joseph Hyman is president.

# CLEAR ACROSS THE LINE — ONLY $1.00

EACH LINE IS 7½ INCHES LONG — ALL YOU CAN TYPE OR WRITE ON THIS CARD ON ONE LINE — ONLY $1.00. WHATEVER YOU HAVE FOR SALE — OR WANT TO BUY — WILL APPEAR IN NEXT WEEK'S ISSUE — CLASSIFIED SECTION, NAME, ADDRESS, AND PHONE NUMBER FIGURES AS ONE LINE. ADS CLOSE WEDNESDAY 5 P.M. EACH WEEK. WRITE YOUR AD ON THIS CARD AND MAIL.

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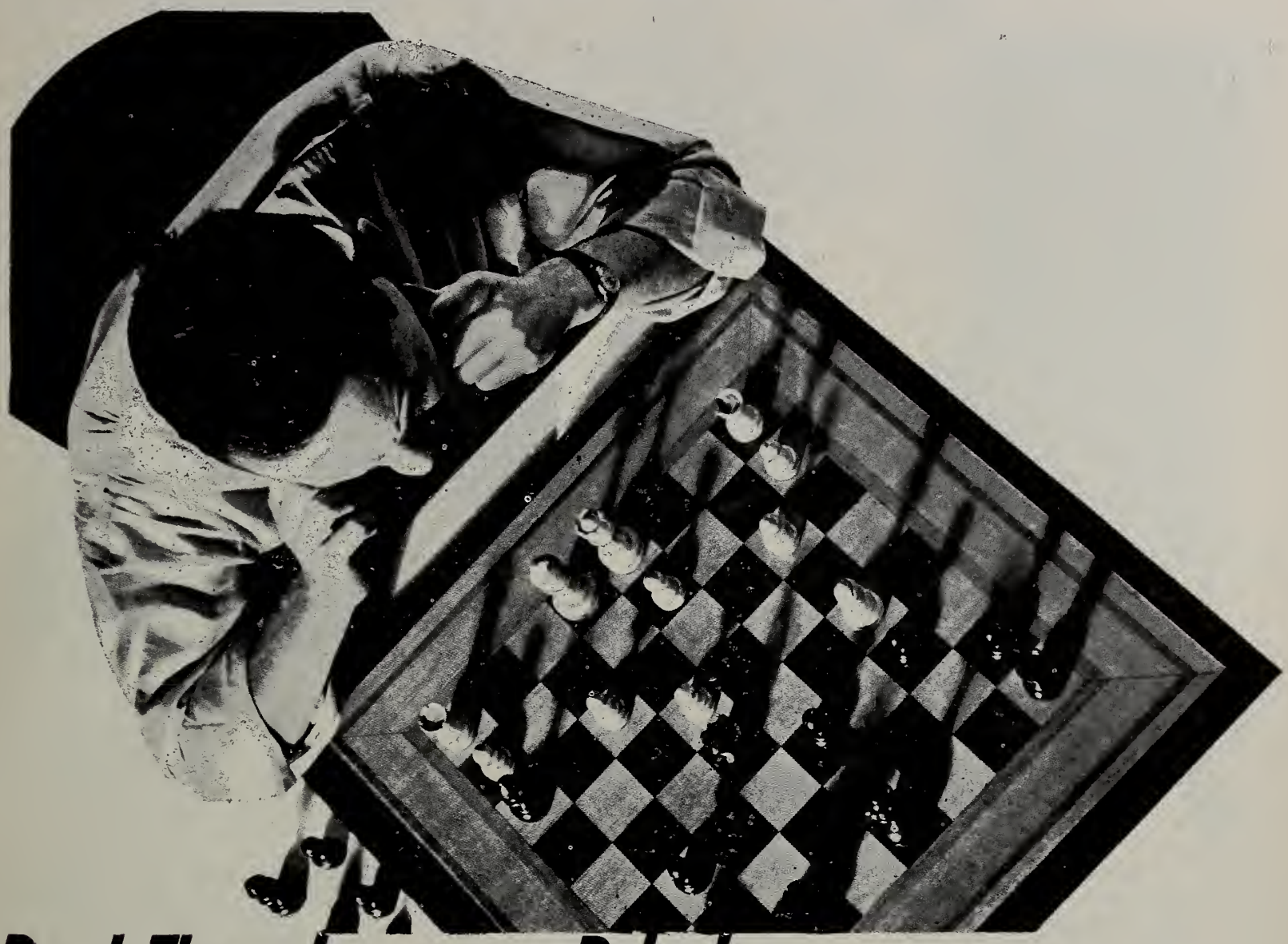

**Read These Important Rules!** As a subscriber to THE CASH BOX (The One and Only Operators' Magazine—*IT IS NOT SOLD ON NEWSSTANDS)* you are entitled to a FREE listing in each and every week's issue of whatever machines and merchandise you may want to BUY or you may have for SALE. Your list must reach THE CASH BOX, 381 FOURTH AVENUE, NEW YORK 16, N. Y., no later than Wednesday noon of each week. Your listing will be given a special code number and all inquiries will be sent directly to you for your consideration without any inquirer knowing who you are. YOUR NAME AND ADDRESS WILL BE KEPT CONFIDENTIAL. You can mail your list in each week on your own letterhead, or even on a penny postcard, but, your name, address and phone number MUST BE ENCLOSED or else your list will not be published. VERY IMPORTANT: Please do not list prices of any merchandise or machines you have for sale or want to buy.

**TEAR OFF, FILL OUT, AND MAIL THIS PART IMMEDIATELY TO:**

***The Cash Box, 381 Fourth Ave., New York 16, N. Y.:***

***Please list the following in the next week's issue at absolutely no charge to me:***

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ORDER FROM YOUR DISTRIBUTOR TODAY!

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CHICAGO COIN MACHINE COMPANY
1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS


# Steel Shortages Holds Back New Vendors

## Further Steel Curtailment Cuts Back Vending Machine Manufacture. Prices Are Expected To Go Up Again

PITTSBURGH, PA.—Reports from the "Steel City" indicate that further curtailment of steel production can be expected as the days of the coal strike drag on.

This was instantly felt thruout the cointrade with the vending machine division most severely affected.

It is now believed that with steel harder to obtain and with shorter production schedules as well as the possibility of a further coal strike this summer to again halt steel production, prices of all vending machines will go up to meet steel prices.

In the meantime some of the vending machine manufacturers already report that they have found it unusually difficult to continue to obtain the steel they need for further production.

With the vendors coming out very slowly from factories thruout the country, and now with steel more difficult to obtain, even tho many promised volume delivery beginning this past March, the trade believes that real production of vendors will not be seen until sometime later.


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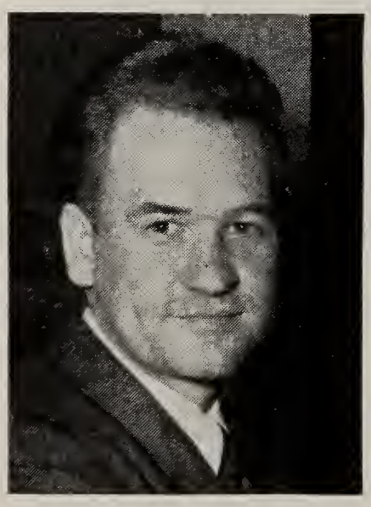
Phones: NEvins 8-0566,-7,-8


# Battery Model "Camera Chief" Lifts Production



EDDIE HANSON

CHICAGO—Eddie Hanson of Groetchen Tool & Mfg. Co., this city, reported this past week that, "Immediately after announcement of our battery model 'Camera Chief' we received orders from operators all over the country, many of whom had already purchased the electric model."

Eddie showed a letter from one op who wrote, "Thanks a million for the battery model. This is just what I needed. Please ship me immediately. I also think", he continued, "that this will open many thousands of locations thruout the country where they cannot use electric models."

Hanson also said, "The letter speaks for itself. We had requests from many of the operators of electric models who told us they need a battery model 'Camera Chief' for many of their spots. The above letter proves how true this is and we know, from the orders which have already come in that there will be a production race in our factory now between the electric and the battery models."

# United Coin Mach. Co. Moves To New Large Quarters

HARRY JACOBS, JR.

MILWAUKEE, WIS.—Harry Jacobs, Jr., United Coin Machine Company, this city, announced that the firm had moved to its new quarters at 3724 West Vliet Street.

Under the leadership of Jacobs, the firm has grown in stature with each succeeding year, and is acknowledged to be among the foremost distributing organizations in the middle west.

"We distribute the products of the leading manufacturers, included among which are music, amusement games, venders and service machines," states Jacobs "and it has been our policy to give the operator not only the best equipment, but the best service at all times."

# Packard Phono To Be Upped $50 After June First

## Increase Due To Gov't Re-arming Program

WILLIAM H. KRIEG

INDIANAPOLIS, IND.—William H. Krieg, Packard Manufacturing Corporation, this city, this week announced that due to the present conditions and the fact that all raw materials will almost certainly be returned to a priority system shortly, it is necessary that the price of the "Manhattan" phonograph be raised $50, and prices of Hideaways, Wall Boxes and other products be increased 10% straight across the board.

"Due to a big re-armament program on the part of our Government" stated Krieg, "and the almost certainty that the Government will return to a priority system on all raw materials in about sixty days and that Congress will reinstate the draft in the very near future, it will be necessary for Packard Manufacturing Corporation on its next run of 'Manhattan' phonographs to raise its prices. Therefore. the prices of 'Manhattan' phonographs shipped on or after June 1, 1948 will be increased $50 each. At this time it will also be necessary that the prices of Hideaways, Wall Boxes, and other Packard products will be increased 10% straight across the board.

"It is not possible to maintain present prices" explained Krieg "in the face of billions for re-armament—hundreds of thousands of men back in the Armed Forces—and a priority system on scarce materials (which includes all metals), and billions to help all of our Allies throughout the World. However, all orders will be filled at existing prices on shipments up to June 1st to the extent of available supply, plus supplies which we now have on order."

# Hirsh de LaViez And Joe Eisen Join Burns Int'l Detective Agency Distribs

## Will Be Active In Coin Machine Operators Of America, Inc.

HIRSH de LaVIEZ

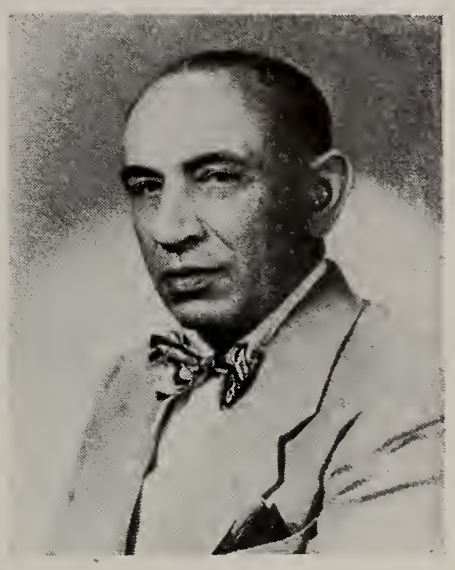
WASHINGTON, D. C.—It is reported here that Hirsh de LaViez of Hirsh Coin Machine Co., this city, and Joe Eisen of Joe Eisen & Sons, New York City, have joined forces with The Coin Machine Operators of America, Inc., Suite 304, Commerce & Savings Bank Bldg., 631 "E" St., N. W., here, to bring home to the nation's coin machine operators the many great advantages of the William J. Burns International Detective Agency protective plan.

Both Hirsh and Joe Eisen have long been active in all operator matters in their areas and are also well known as leaders in organization work as well as distributors for leading manufacturers.

Both men stated that they believed the William J. Burns International Detective Agency was offering the trade the most outstanding protection which had ever yet come its way.

As Joe Eisen stated, "For many years now one of the biggest problems which confronted all operators was theft, vandalism, pilferage and actual destroying of machines right on location. Costs to protect themselves were always so high that the average operator simply couldn't afford them. Now, with the deal just arranged for the coin machine industry by the William J. Burns International Detective Agency, which costs the operator about one-half cent per day for such outstanding protection, every operator is assured of overcoming the one problem with which he always contended."

Sales arrangements will be announced within a few days by both Hirsh Coin Machine Co., this city and Joe Eisen & Sons of New York covering their areas for the Coin Machine Operators of America, Inc., who handle the William J. Burns International Detective Agency protection exclusively for the entire coin machine trade.



JOE EISEN

# Jas. A. Gilmore Resigns From CMI Post

CHICAGO—James A. Gilmore has announced his resignation as secretary-manager and director of Coin Machine Industries, Inc.,(CMI). His resignation, effective immediately, was accepted by the CMI board of directors at its meeting April 6.

In recognition of his long service and efforts in behalf of the industry CMI directors voted Gilmore a substantial pension.

Gilmore played an important role in CMI since its organization in 1939. After a period of inaction during the war, Gilmore returned in September 1945.

"We regret Jim's decision to leave us and wish him every success in the future. He has been a loyal associate," stated Dave Gottlieb, CMI president.

Gilmore states that he has no immediate plans for the future, beyond his desire to take a much needed rest.


**APRIL SALE!**

**Five-Ball Games**

| | |
|---|---|
| Ballyhco, Bally | $81.50 |
| Baffle Card, Gottlieb | $69.50 |
| Big Hit, Exhibit | $29.50 |
| Dynamite, Williams | $45.50 |
| Big Parade, Exhibit | $15.50 |
| Gold Ball, Chicago Coin | $86.50 |
| Kilroy, Chicago Coin | $57.50 |
| Jungle | $15.50 |
| Maisie, Gottlieb | $87.50 |
| Midget Racer, Bally | $29.50 |
| Playboy, Chicago Coin | $78.50 |
| Rio, United | $71.50 |
| Rocket, Bally | $69.50 |
| Smarty, Williams | $39.50 |
| Smoky, Exhibit | $79.50 |
| Showgirl, Williams | $49.50 |
| Suspense, Williams | $32.50 |
| Scort Parade, Chicago Coin | $15.50 |
| Step Up, Genco | $42.50 |
| Tornado, Williams | $74.50 |
| Tropicana, United | $177.50 |
| Mexico, United | $129.50 |
| Ginger, Williams | $115.50 |

ATTENTION: We shall install flippers on any of the above games for an additional $10.00.

**T & L DISTRIBUTING CO.**

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**1947 MODEL "A" PHONOS**

Only 6 months old. Am selling out. Make me your highest offer!

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SENSATIONAL NEW BALLY 5 BALL GAME **BALLERINA**

ALSO READY FOR DELIVERY

Chicago Coin—Catalina; Williams—Tennessee; Exhibit—Build Up; United—Carribean; Gottlieb—Cinderella; Bally—Eureka; Bally—Draw Bell; Genco—Trade Winds; Evans—Winterbook; and Evans—Races. Also slightly used Robin Hoods, Manhattans, Stormys, Bermudas and Melodys. Cannot tell them from new. Service and parts for all Consoles and Bell Machines.

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20 Minutes from New York City Via Lincoln Tunnel or Washington Bridge

# OPERATORS' EQUIPMENT LISTINGS

IMPORTANT: Address all answers to THE CASH BOX, 381 FOURTH AVENUE, NEW YORK 16, N. Y. In your letter you must refer to code number of listing in which you are interested. Your name will be sent directly to the operator by THE CASH BOX. Operators only, who are subscribers to THE CASH BOX, are entitled to a listing free of charge each week for whatever equipment they want to buy or have for sale. No prices are allowed to be advertised in these free listings. Operators' names and addresses are always kept strictly confidential.

FOR SALE—Mills 5c and 10c Jewel Bells, like new; 1947 Columbias, interchangeable; 1 Dewey console PO; 1 Super Bell; 1 Club Bell comb.; 1 Paces Reels Jr. PO; 1 Paces Reels comb. w/rails 5c; 2 Chicken Sam; 1 Shoot-Your-Way-To-Tokio; 1 Rapid Fire; All prewar pinballs ready for location, cheap. (Code #417921)

FOR SALE—2 Wurlitzer 950, 1-750E, 2-850, 2 Rockola Standards, 2 Rockola Masters, 10 Wurlitzer #125 wallboxes; all equipment in A-1 shape, mechanically perfect. (Code #417922)

FOR SALE—Slots, used 3 months, Pace DeLuxe and Black Cherry, 5/10/25c. (Code #417923)

FOR SALE—2—6 col. U-Need-A-Pak cigarette machines; 1 Rowe Imperial 6 col. and 1 Rowe Aristocrat cig. mach. 2 Vest Pockets B & G; WANT—Used Jockey Specials and Nudgy. (Code #417924)

FOR SALE—Total Roll, Electromaton, Rol-A-Scores, Monarch merchandiser claw machines; Rotary claws, Longacre 1-ball with ABCD and DD, Bally Silver Streak, Gottlieb Lucky Star with flippers. (Code #417925)

FOR EXCHANGE—Sportsman, Total Roll, Advance Roll, Tri-Score, Wurlitzer 616 (Code #417926)

WANT—New or used Packard Adaptors for Wurlitzers. (Code #417927)

FOR SALE—6 Eight Balls, 4 Big City, 6 Esso Arrows, 3 Premier Barrel Rolls 10½ ft., 1 Wurlitzer 14 ft. Skee Ball. (Code #417928)

FOR SALE—Closing out our entire stock of pinball games and woodball rolldowns very cheap. (Code #417929)

FOR SALE—15 New Seeburgs and 25 postwar pin games on locations. (Code #417930)

WANT—Used speaker and amplifier for Mills Empress, reasonable. (Code #417932)

FOR SALE—375 phonographs on locations largest city in the deep south. Net income from $90,000 to $115,000 yearly. In whole or in part. Owners retiring after 20 years in business. Will show books to potential buyers. Everything verified. Finest locations. First time route offered for sale. (Code #417933)

FOR SALE—5 ball FP pin games clean and ready for location: State Fair, Amber, Ballyhoo, Tornado, Tally-Ho, Arcade equipment: Liberator, Chicago Coin Hockey, Super Torpedo, Scientific Batting Practice. (Code #417934)

FOR SALE—4 Model "A" AMI, 1947 phonos. Used only 6 months. Am selling out. Make me your highest offer in first letter. (Code #417935)

FOR SALE—Brand new Personal and Solotone non-selective music boxes. These are the best and the latest. Absolute sacrifice. Name your own price. Write quick. (Code #417936)

FOR SALE—Pinballs and rolldown games. Wood or steel ball rolldowns. All merchandise is guaranteed. Write now and tell us what you need and what you want to pay. We'll meet the price. (Code #417937)

FOR SALE—3 Envoy, 4 Rockola Standard, 1 Regal, 1-600R, 8-616s, 3-412. Make offer. Will sell separately. All machines in good condition. (Code #417938)

FOR SALE—3 Mills Jumbo Parade PO 5c, 1 Mills Jumbo PO 25c, 1 Mills 5c Blue Front, 1 Mills 10c Blue Front, 1 Mills 25c Blue Front, 1 Evans Ten Strike 1947. (Code #417939)

WANT—New free play pinball closeouts. FOR SALE—Brand new Adams Gum Vendors with Adams 1c vending gum. (Code #417940)

FOR SALE—Melody Lane system, 11-5c play boxes, master control unit, twin-12 Wurlitzers with timers, T connectors with chrome covers, wall brackets, 4-wire cable. Make us an offer. (Code #417941)

FOR EXCHANGE—1 Telomatic industrial and background wired music studio. (Code #417942)

WANT—We are in the market for good rolldown games of all kinds. Get in touch with us. Tell us what you have to offer. (Code #417901)

WANT—Victory Derby P.O. For Sale—Free play games: Carousel, Kilroy, Playboy, Torch Flamingo, Rocket, Cyclone. (Code #417902)

FOR SALE—4 Panorams. $125,000 business also. (Code #417903)

FOR SALE—Have large quantity of ABT targets will sell cheap. (Code #417904)

FOR SALE—Mercury and Marvel counter cigarette machines; Chicago Coin double Hockey, will sacrifice. (Code #417905)

FOR SALE—12 Rol-A-Scores, 6′ console rolldowns; 4 Total Rolls; 3 converted Total Tolls; 2 Premier 7′ Barrel Rolls. (Code #417906)

FOR SALE—Music route. 25, 1946 phonos in excellent condition and on good locations. Route consists of 1015 Wurlitzers, Packard Model 7s, Packard Model 400s. (Code #417907)

FOR SALE—8 Pre-Flight Trainers, complete with maps and projectors, used only 3 months, will sacrifice. (Code #417908)

FOR SALE—Genco Advance Rolls, Total Rolls; Esso Arrows; perfect condition; Wurlitzer 1015 phonos and 600s; Seeburg Colonels, Vogues, Gems. (Code #417909)

FOR SALE—Pins: Big Hit, Dynamite, Kilroy, Rio, Havana, Show Girl, Tornado, Ballyhoo, Rocket; One-balls: 2 Victory Special; Consoles: 1 High Hand, 3 Super Bells, 11 Bally Draw Bells, all in excellent condition. Slots: 10c Jennings Golf Vendors. (Code #417910)

FOR SALE—5 Seeburg 9800s ECRC Hi-Tone; 3 Seeburg 9800s ECRC LoTone; 4 Wurlitzer 850s. (Code #417911)

WANT—Mills 10c & 25c Black Cherry Bells; Bally 5c Double Ups; For sale: Wurlitzer 304 steppers: Wurlitzer 145 steppers; Jennings Silver Moon Totalizers; 1c Watlings; Mills Melon Bells. (Code #417912)

FOR SALE—Established music business including 117 music machines. 90 '39 models or later, all playing; 100 on locatoin. 1941 Chev. PU truck, 1940 Chev. PU truck; Records, program slips, money wrappers and all tools, testing equipment, tubes and best stock of parts any operators in these parts has. Also music retail store including desks, file cabinet, counter record player, large iron safe and all equipment. All have about 30 pin games on route, 18 on location, 12 can be used for parts. Will sell lock, stock and barrel. Reason for selling—other business interests. (Code #417913)

WANT—Bally DeLuxe Draw Bells in good condition. (Code #417914)

FOR SALE—2 Big Parade, 2 Fox Hunt, 1 Victory, 1 Spot Pool, 1 Topic, 1 Fishin', 1 Torpedo Patrol, 1 Air Force, 1 Seven Up, all working. (Code #417915)

FOR SALE—2 Chicoin Bermudas, 2 Williams Flamingos, 2 Mills 5c Blue Front, excellent condition; 25 used five ball games, none over 5 months old, guaranteed perfect condition. (Code #417916)

FOR SALE—5c & 10c non-selective wall boxes butterfly switch 40 in original cartons, sample submitted COD, make me an offer on the 40. (Code #417917)

FOR SALE—8 Wurlitzer 616, 1-600R, 3-412, 1 Seeburg Envoy, Regal; 1 Rockola Standard. All in good condition, make offer. (Code #417918)

FOR SALE—Wurlitzer: 2-412, 3-616, 4 Victory, 5-600R & K, 1-750; Seeburg: 3 Vogues, 3 Majors, 1 Major ES, 1 Colonel ES. (Code #417919)

FOR SALE—25 Smileys, 580 Wurlitzer Speaker; 7850 Seeburg; Seeburg Royal and Model "K". (Code #417920)

# THE CASH BOX COIN MACHINE MART

## CLASSIFIED ADVERTISING SECTION

**CLASSIFIED AD RATE $1.00 PER LINE**

**OR ANY FRACTION THEREOF WHERE LINES RUN OVER. EACH LINE MEASURES 7½ INCHES LONG. FIGURE APPROXIMATELY 12 TO 14 WORDS PER LINE. CLOSING DATE IN N. Y. C. EVERY WED., 5 P. M.**

**(ALL CLASSIFIED ADS — CASH WITH ORDER)**

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**SPECIAL NOTICE TO $48 PER YEAR SUBSCRIBERS**

**YOUR FREE WEEKLY CLASSIFIED AD PRIVILEGE CONTINUES. MAXIMUM SPACE 3 LINES. ALL LINES, OR ANY FRACTION, OVER 3 LINES WILL BE CHARGED AT THE RATE OF $1 PER LINE.**

# WANT

WANT – To Purchase for export shipments – Model 1015 Wurlitzer, 1946 AMI's 146 and 147 Seeburgs. State quantity and your lowest price in first letter. BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT – The used records from your boxes. We buy steadily all year around. Top prices paid. Sell to Chicago's Largest Distributor of Used Records. We pay freight. Write, Call or ship to: USED RECORD EXCHANGE, 4142 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel: DIckens 7060

WANT – Bally Draw Bells; Triple Bells; Keeney Super Bonus Bells for cash or will trade new pin games, new or used Roll Down games, Mills 3 or 4 Bells, Late Heads. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT - Used Juke Box Records. Unlimited quantities. Top prices paid. We pick up within a radius of 150 miles. Write or wire. HARMEL MUSIC CO., 2809 OCEAN AVE., BROOKLYN 29, N. Y.

WANT - Used juke box records. Highest prices paid. Unlimited quantities. We purchase all year 'round. Compare our prices before selling your records. We pay freight. Call, Wire, Write FIDELITY DIST., 1547 CROSBY AVE., BRONX 61, N. Y. Tel.: UNderhill 3-5761

WANT Bally Eurekas, clean and in A-1 condition. State lowest prices and quantity in first letter. NOBRO NOVELTY CO., 369 ELLIS ST., SAN FRANCISCO 2, CALIF. Tel: TU 5-4976

WANT – Bally Triple Bells; Bally Draw Bells; DeLuxe Draw Bells; Bally Eurekas; Mutoscope Fan Front & Red Top Diggers; '47 Rock-Ola, Wurlitzer & Seeburg phonos; Packard & Aircon Hideaways. Will buy over-stocks of late new or used Pin Games for re-sale. Quote best prices, quantity & condition in first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO, CALIF. Tel: ORdway 3-3069

WANT – Some Mills Puritan Bells Counter games. State lowest price in first letter. MILTON BRAUN, ROUTE 3, BOX 428, SAVANNAH, GA. Tel: 3-5432

WANT – Coin operated Scales. Highest prices paid for Rock-Ola Loboy, Mills, Toledo, Watling Jr., Jennings Jr., Ideal, Hamilton, Pace. Advise as to condition and age. GEORGE LIND MUSIC CO., 1710 SO. 58th ST., OMAHA 6, NEB. Tel: GLen 4597

WANT – Late pin games, phonographs, Bally Hy-Rolls, Advance Rolls and Bing-A-Rolls. Write, wire or phone: MONROE COIN MACHINE DISTRIBUTORS, INC., 2323 CHESTER AVE., CLEVELAND, O. Tel: SUperior 4600

WANT – New and used wall boxes, Wurlitzer 3031, Packard and Buckley Chromes, no plastic sides. EMPIRE STATES DISTRIBUTORS, INC., 220 SOUTH UNION, PUEBLO, COLO.

WANT – Bally Entrys, Special Entrys, Bally Triple Bells, Draw Bells, DeLuxe Draw Bells '48 Jockey Clubs & Jockey Entrys. Keeney Bonus Super Bells 5¢ & 25¢. State condition, price & quantity in first letter or wire: MAPORT DISTRIBUTING CO., 1312 S. W. WASHINGTON STREET, PORTLAND 5, OREGON. Tel: CApitol 1207

WANT – New and Used Wall Boxes, Adapters and Speakers; Twin 16 Adapters for Rock-Ola; Mills, Jennings F. P. Mint Vendors; any 25 cycle equipment. ST. THOMAS COIN SALES, LTD., ST. THOMAS, ONT., CANADA

WANT – Will buy any quantity used slot machines, all makes & models. Also Columbias, Gooseneck Mills Q.T.'s Vest Pockets. Quote lowest prices in first letter. Machines must be in first class condition. AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

# THE CASH BOX
## CLASSIFIED ADVERTISING SECTION
## COIN MACHINE MART

# FOR SALE

FOR SALE – We have them in stock. Contact us for your Hirsh Red Balls for state of Florida. Best money maker out today. Trouble free. Immediate delivery. Make us cash offer on any new or used pin tables you need. MURRELL AMUSEMENT CO., 1058 S. FLORIDA AVE., LAKELAND, FLA.

---

FOR SALE – What have you to trade us for the following: 1 Photomatic, like new, latest model; 2 Packard Basement Units; 1 Tally Roll; several Bank Ball Super Rolls & Premier Ten Grand Bowling Alleys. SILENT SALES CO., 208 11th AVE. S., MINNEAPOLIS, MINN. Tel: Geneva 3645

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FOR SALE – 5-Balls: Baffle Cards, Kilroys $55.ea.; Play Boys $70. ea.; Streamliners $20. ea.; Sky Blazers $15. each. All above are in top condition. Terms: 1/3 deposit. C.&M. SPECIALTY CO., 832 CAMP STREET, NEW ORLEANS 13, LA.

---

FOR SALE – Operators! We have a large number of Pay Off Consoles – various makes – from $20. up; all in good working condition. Also Slots, Pin Balls and Music. We will not be undersold. Tell us what you need and be sure to get our prices on guaranteed equipment. VIRGINIA NOVELTY CO., 400 WATER ST., PORTSMOUTH, VA. Tel: Portsmouth 1025

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FOR SALE – Mills greatest proven money makers – original Black Cherry Bells, Golden Falls, Vest Pocket Bells, all like new. Lowest prices, quality considered. Mills Three Bells, repainted original factory colors $275.; late head Mills Four Bells $200. Save with safety. Trade and buy with authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 – 11th AVE. SO., MINNEAPOLIS 15, MINN.

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FOR SALE – Mills Four Bells, perfect $50.; 1 Barrel Roll Skeeball $50.; Jennings Cigarolla $30.; Undersea Raider $50.; Loudspeaker $5.; Seeburg Envoy $200.; Mills Empress $200.; Watling 10¢ Rol-A-Top $50. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel: 750

---

FOR SALE – Brand new Columbus 1¢-5¢ Peanut Vendors; 1¢ Ball Gum Vendors in Stock. Brand new Daval 5¢ Free Play Cigarette or Fruit Reels. Write: H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1501.

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FOR SALE – This Week's Specials! Suspense $69.50; Surf Queens $39.50; Step Up $65.; Double Barrel $44.50; Big League $49.50; Undersea Raider $75. An exceptional buy on slightly used AMI Phonographs. Write or Call. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA 4, N. Y. Tel: 6-386

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FOR SALE – 10 Keeney Three Way Bonus Super Bells, like new, guaranteed perfect mechanically and outward appearance $800. ea. Terms: 1/3 Deposit, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

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FOR SALE – All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4606 CASS AVE., DETROIT 1, MICH. Tel: TEmple 1-7455.

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FOR SALE – DuGrenier W $75., WD $85., completely overhauled, equipped with double dime mechanism, choice of new beautiful two-toned blue and grey or maroon and grey. Terms: 1/3 down, balance C.O.D. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th ST., MINNEAPOLIS 11, MINN.

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FOR SALE – 10 - 616 Wurl. $75. ea.; 2 - 600R Wurl. $150. ea.; 1 - 1940 Rock-Ola C.M. $90.; 3 Seeburg Mayfairs $150. ea.; 2 Seeburg Regals $175. ea. All above machines in excellent condition. X-CEL NOVELTY CO., 1929 W. TIOGA ST., PHILA. 40, PA. Tel: RA. 5-8705

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FOR SALE – 25 Model 80 Kirk Astrology Scales $169.50 ea. THE VENDING MACHINE CO., 205-215 FRANKLIN ST., FAYETTEVILLE, N. C. Tel: 3171.

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FOR SALE – Guaranteed Used Machines – Bells; Consoles; One-Ball; Pins. The machines are perfect, the prices are right! Write for list. CONSOLE DISTRIBUTING CO., 1006 POYDRAS ST., NEW ORLEANS, LA.

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FOR SALE – Selling Out! Brand new and used Steel Ball rolldown Games and Wood Ball Rolldown Games. Tell us what you need. Make offer. Box 133, % The Cash Box, 381 Fourth Avenue, New York 16, N. Y.

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# THE CASH BOX COIN MACHINE MART

## CLASSIFIED ADVERTISING SECTION

# FOR SALE

FOR SALE – 5 Ball Pin Games. All thoroughly reconditioned, cleaned, rails refinished, packed in good cartons. At $25.: Sporty, Blondie, Big Town, Formation, Big Chief, Crossline. At $30.: Four Roses, Band Wagon, Twin Six, Ten Spot, ABC Bowler, Flat Top, Chubby, Wild Fire. At $35.: Towers, Show Boat, All American, Sky Ray, Spot Pool, Gun Club, Dixie, Clover, Hi Hat, Champ, School Days, Laura, Legionnaire, Venus, Seven Up. At $45.: Arizona, Surf Queen, Midget Racer, Big League. At $75. Superscore. One Balls F.P.: Sport Special $45.; Dark Horse $60.; Blue Grass $65. Immediate shipment. 1/3 deposit, bal. C.O.D. W. F. KEENEY MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.

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FOR SALE – The original change dispenser Nickle Nudger $3.45 ea. Write for quantity prices. Victory Specials $110. ea.; Gottlieb Daily Races $225.; Keeney Hot Tip $250. WESTERN DISTRIBUTORS, 1226 S. W. 16th AVENUE, PORTLAND 5, OREGON. Tel: ATwater 7565

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FOR SALE - 2 brand new Chicago Coin Goalees, still in original crates $250. ea.; 1 used Bally DeLuxe Draw Bell $275.; 3 Bally Hi-Hand $45. ea. KING-PIN EQUIPMENT CO., 826 MILLS ST., KALAMAZOO, MICH. Tel.: 2-0021.

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FOR SALE – New Black Cherry and Golden Falls Case Assemblies for $40. ea. Each Assembly consists of Castings, Wood Case, Club Handle, Drill Proofing, Award Card, Jack Pot Glass, etc. completely assembled and packed in individual carton. Write us for list of prices on new, used and rebuilt slots. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel: 1312

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FOR SALE – 10 5¢ and 9 10¢ Watling Big Games, best console built. Owing to closed territory, will take $25. each. First come, first served. 1/3 down, C.O.D. HY-G MUSIC COMPANY, 1415 WASHINGTON AVE., SOUTH, MINNEAPOLIS 4, MINN. Tel: ATlantic 8587

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FOR SALE – Mills Original Black Cherries, all late serial numbers: 5¢ $139.50; 10¢ $144.50; 25¢ $149.50. Golden Falls: 5¢ $154.50; 10¢ $159.50; 25¢ $164.50 – 1 or 2 cherry payout. AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CALIF.

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FOR SALE – 19 Solotone boxes, can't be told from new; 1 Solotone location amplifier; 1 Personal Music location Amplifier, brand new; 1 night studio amplifier, brand new will handle 20 locations, $300. for the whole set. TOM TOM MUSIC CO., 8701 SO. SAGINAW, CHICAGO, ILL.

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FOR SALE – Humpty Dumpty $180.; Nevada $125.; Mexico $90.; Silver Streak $90.; Maisie $75.; Honey $65.; Havana $50. The following games at $25. ea.: Canteen, Surf Queens, Big Top, Frisco, South Seas, Brazil. All equipment mechanically right and cleaned. HORACE BIEDERMAN, 5719 FIRST ST., N.W., WASHINGTON 11, D. C. Tel: Georgia 5814

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FOR SALE – Used 5-Balls: Baffle Card $69.50; Ballyhoo $74.50; Big Hit $29.50; Carousel $69.50; Dynamite $45.50; Defense $15.50; Glamour $15.50; Gold Ball $94.50; Jeep $15.50; Jungle $15.50; Kilroy $59.50; Liberty $15.50;Maisie $89.50; Marjorie $89.; Midget Racer $32.50; Playboy $78.50; Play Ball $15.50; Rio $76.50; Rocket $69.50; Smarty $42.50; Showboat $15.50; Smoky $79.50; Show Girl $52.50; Sky Ray $15.50; Slugger $15.50; Spellbound $34.50; Stage Door Canteen $29.50; Sun Beam $15.50; State Fair $46.50; Sport Parade $15.50; Step Up $44.50; Suspense $34.50; Torpedo $15.50; Tornado $74.50; Tropicana $177.50; Ginger $119.50; Mexico $139.50. T & L DISIRIBUTING CO., 1321 CENTRAL PARKWAY, CINCINNATI 14, O. Tel: Main 8751, Main 0477

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FOR SALE – "You Don't Get Wrecks, When You Buy AT Rex". Bally Special Entry $275.; Victory Special $150.; Victory Derby $135.; Hawaii $110.; Humpty Dumpty $145.; Singapore $140.; Mexico $90.; Havana $60.; Sunny $135. Merchandise very clean, mechanically perfect. 1/3 Deposit Required, Balance C.O.D. REX COIN MACHINE CO., 2629 JEFFERSON HIWAY, NEW ORLEANS, LA. Tel: 4685. Al Morgan, Gen. Mgr.

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FOR SALE – 5-Ball Pin Games, shipped in good cartons: Baseball $69.50; Big Hit $24.50; Bonanza $124.50; Broncho $104.50; Co-ed $99.50; Cover Girl $174.50; Crossfire $69.50; Fast Ball $29.50; Flamingo $99.50; Gold Ball $89.50; Havana $79.50; Hawaii $124.50; Honey $79.50; Kilroy $49.50; Lightning $64.50; Lucky Star $82.50; Maisie $99.50; Melody $174.50; Mexico $99.50; Mystery $69.50; Nevada $124.50; Opportunity $24.50; Oscar $74.50; Playboy $84.50; Ranger $89.50; Stage Door Canteen $29.50; Stormy $174.50; Superliner $49.50; Tornado $69.50; Super Score $49.50. Immediate shipment, subject to prior sale. 1/3 deposit, balance C.O.D. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON 1, D. C.

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# THE CASH BOX COIN MACHINE MART

## CLASSIFIED ADVERTISING SECTION

# FOR SALE

FOR SALE – 12 Rol-A-Scores (legal 6 foot console amusement game); 4 Total Rolls; 3 converted Total Rolls; 2 Barrel Rolls (Premier 7 ft. skee ball). All machines complete and in excellent condition. Uncrated at $50. ea. ARROW AMUSEMENT CORPORATION, 5432 KINGS HIGHWAY, BROOKLYN 3, N. Y. Tel: INgersol 2-1026

FOR SALE – 3 Stands for Wurlitzer counter model phonographs refinished $17.50; 1 10¢ Jennings DX Chief $150.; 1 25¢ Jennings SDX Chief $160.; 1 10¢ Jennings SDX Chief $155.; 1 5/10 Jennings Challenger $395.; 2 Evans 1947 Galloping Dominoes, like new $375. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND.

FOR SALE – 5 Packard Manhattan phonos used 30 days, in original crate, perfect condition, satisfaction guaranteed. MUSICAL SALES CO., 2634 OLIVE ST., ST. LOUIS, MO. Tel: FRanklin 2601

FOR SALE – New United Tropicanas in original cartons $175. each. Write for special prices on all new games. K. C. NOVELTY CO., 419 MARKET ST., PHILADELPHIA, PA. Tel: MArket 7-6391.

FOR SALE – Rolldowns $140.; Singapore $140.; Hawaii $135.; Chicago Coin $85.; Cover Girl $175.; Gold Mine $175. WANT – Phonographs 1100 and AMI 1946 models. HERMAN DISTRIBUTING CO., 1505 CONEY ISLAND AVE., BROOKLYN, N. Y.
FOR SALE – Wired music business. Good community. Midwest. Address Box #135, % The Cash Box, 381 FOURTH AVE., NEW YORK 16, N. Y.

FOR SALE – Williams "All Stars" $279.50 good condition. Rol-A-Score $175. Used Pin Games, A-1 condition: Tornado, Dynamite, Surf Queens with flippers, Lightning, Play Boy. Used Total Rolls $99.50; Bally new Hy-Roll. KING-PIN DISTRIBUTING CO., 3004 GRAND RIVER, DETROIT, MICH. Tel: Te 2-5788

FOR SALE – 3000 records – never used – good numbers – 25¢ ea. or 20 assorted numbers in boxes at $5. per box. GEORGE NOVELTY CO., 1716 WASHINGTON AVE., NORTHAMPTON, PA.

# MISCELLANEOUS

NOTICE – Music Operators. Motors rewound $5.50; Wurlitzer counter model trays refinished and rebushed $6.50. BILL'S PHONO MOTOR REPAIR, 5947 EMERALD AVE., CHICAGO 21, ILL. Tel: ENglewood 8192

NOTICE – Music Ops: We re-grind your used phono needles scientifically and guarantee complete satisfaction. Hundreds of operators use the service constantly. It's a big saving. Write for complete details and free shipping containers. RE-SHARP NEEDLE SERVICE, BOX 770, FT. DODGE, IOWA.

NOTICE – Rent a machine. Banjo $60. per mo.; Catalina $60. per mo.; Manhattan $50. per mo.; Bonanza $40. per mo.; Hawaii rolldown $40. per mo. 2/3 of rental may be applied to purchase price. Send 3 ref. NATIONAL NOVELTY CO., 183 E. MERRICK RD., MERRICK, N. Y.

# PARTS AND SUPPLIES

FOR SALE – Tubes, 60% off list, standard brands. All tubes boxed. Extra special: RCA-6C4 45¢; M-46, M-47, M-48 Bulbs $4.50 per 100. Send for our latest tube list. ENGLISH SALES CO., 620 W. RANDOLPH ST., CHICAGO, ILL.

**FOR SALE – Parts and supplies for all types coin operated machines. Send for Free illustrated wall chart. Lists over 1200 different items from A to Z. If you operate coin machines you should be on our mailing list. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PENNA.**

FOR SALE – Radio Tubes, 60% off in quantities over 50. Popular brands! Can be assorted. All types in stock. Television Lens for 10" screen, $24. Mazda bulbs, No. 47, $40. per 1000. No. 40, 44, 46 & 47, $4.50 per 100. No. 51 or 55, $4. per 100. Bulbs can be assorted. BELMONT RADIO SUPPLY CO., 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE – Skee Ball & Ray Gun Operators, Attention! # 1489 Chilco Gun Lamps 45¢ ea.; #2A4G Tubes $1.41 ea.; #928 All Directional – Photo Tubes – $3.21 ea.; ABT new Coin Chutes $2.50; slides 73¢ ea.; Resistors for Wurlitzer Skee Ball $1.20. Send for our new Skee Ball, Ten Strike, Ray Gun parts list. RELIABLE PARTS CO., 2512 IRVING PARK RD., CHICAGO 18, ILL. Tel: IRving 4600

# THRU THE COIN CHUTE

# CHICAGO CHATTER

Things happen, and happen, and happen . . . and the Windy City leads 'em all . . . but all-ways. . . . So what happens this week? . . . Well, Charlie Schlicht left for the east where he intends to visit with Mills' distribs and see what's to be seen regarding the Constellation . . . and Charlie believes that Mills is still gonna head the list when it comes to phono sales. . . . And Lindy Force of AMI (while we're talkin' music) is all excited about some event come May 8 . . . but, Lindy won't talk too much, except to say, "Just wait 'n' see what we have up our sleeve". . . . Marvin Bland of the Vic Manhardt Co., Milwaukee, was in our town this past week and made it his business to get around, but good, we saw and heard Marvin over at Mills where he was askin' questions, they tell me. . . . And over at Williams Mfg. Co. (they must have somethin' new poppin' soon for it's almost impossible to reach Harry) "Skeet" Moore, who seems to be all entangled with the sales work, is hoppin' around on one of those size 8 shoes of his and yellin', "Tennessee" . . . whatever in the hell he means by that . . . but, from what we can gather, it seems like Williams' "Tennessee" is goin' over and orders are pourin' in.

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Art Weinand (our newest Daddy, and. a boy at that) smilingly and calmly talkin' things over with Ken Wilkinson of San Antone and Georgie Prock of Dallas, this past week, while in between phoning longdistance to talk to thisa and thata guy here and there, in pops Archie LaBeau to talk horses, horses, horses to Art, who, instead, wants to talk phonos, phonos and more phonos . . . but, from what we gather, there'll be lots more of those new Rock-Ola "Magic-Glo" jobs up in St. Paul-Minneapolis (Twin Cities) from now on in. . . . Dave Wallach as enthusiastic as hell over that new "Leap Year" game . . . (wonder if the gal goes with the game?) . . . could be . . . anyway, Dave tells me that before they could even get into production some of the "faithful" called up and said, "Ship, kid, ship, we can use 'em" . . . and that made Dave and Ted Rubenstein feel like a million right quick . . . which is a very, very nice thing, ain't it, Dave, to have such nice distributors who will spend money to phone longdistance to give you orders?

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Nate did it. He threatened he would. So, what happens? Last week Nate Gottlieb picks himself up, phones his BW (beautiful wife) and says, "Honey, get ready, we're on our way to Floreeda." And, by golly, if Nate didn't leave . . . for a three weeks' vacation in the sunshine state . . . all prepared to drink orange juice after orange juice . . . look out on that calm blue ocean . . . and just soak up sunshine . . . in between goin' to the dog and horse tracks and maybe a nite spot or two or three. . . . And with Dave Gottlieb back on the job (the boss, himself) so what does Sal do? Hasten himself on to Noo Yawk . . . where he gets himself into conversations about who's the biggest distributor in the business? (By the way, who is?) . . . Dick Hood back from his Ft. Lauderdale, Fla., home (which, someone told me, Dick just sold. and for a handsome profit, too) so Rex Shriver hikes himself off for a deserved rest . . . and Dick tellin' me that "everything's hunky dory with sales goin' along" . . . so now, I suppose, Dick will, one of these very nice sunny days, pick himself up and tell the guys and gals at H. C. Evans & Co. that he's off to his St. Joe, Mich., home . . . just to see how the chickens and grapes are gettin' along.

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Ed Lavender of George Ponser Co., went up to Cleveland to meet with "the boss" (none other than Georgie Ponser) this past week and was plenty smilin' when he got back . . . said Ed to yours truly, "We done a helluva sellin' job up there," but, from what Florence Vincent, that very efficient secretary tells me, "Ed, believe me, had that 'club car' look when he got back here" . . . what's more, Ed, whatthehell is this "we" business anyway? . . . Over at Bally Mfg. Co., this past week, the boys were simply jammed with visitors . . . which, of course, ain't nothin' exceptional for Bally . . . those guys is used to visitors. . . . anyway, Bennie Becker of Noo Yawk called around and, try hard as he might, Art Garvey claims he couldn't get him into a Gin game . . . Ben's backin' off Art from what we hear (I suppose Ben's gonna deny it all). . . . Chris Christopher was around and took advantage of that neat little bar they have in the joint, from what they tell me, but, Chris can handle the stuff, so we're with him anyday . . . and my old friend P. Palamantier of Palamantier Sales, Canton, O., was also around that big Bally plant . . . "just sorta lookin' things over" . . . the way he puts it. . . . Georgie Jenkins left town the end of the week . . . where? . . . no one seems to know.

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Bell-O-Matic Corp.. Grant Shay, Vince Shay, Midge Ryan, Frank Lorden and the whole, whole gang, celebratin' their second anniversary this past week. . . . Ed Levin over at Chicago Coin . . . one of the most enthusiastic and cheerful guys I know . . . all hepped over "Trinidad" which, according to Ed, should pass the sales mark set by "Catalina" . . . their last game . . . and should surpass it tremendously, according to advance reports which Ed has already received about the game. . . . Eddie Hanson of Groetchen Tool & Mfg. Co. hies himself to Cleveland for the big restaurant convention and finds they've slated him for a room in one of the outlyin' hotels . . . but . . . what does Eddie do? . . . simply get on the phone with some of the coinguys in Cleveland and . . . whammo . . . there's a room in the leading hotel . . . gotta give our coinguys credit for the way they take care of the "brethren" in this biz. . . . Hey, what's happened to Ray Cunliffe? . . . ain't heard a word from the guy in some weeks . . . c'mon, Ray, give out.

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Over at Genco there's lots of celebratin' . . . seems that "Trade Winds" clicked right off the bat and the orders are floodin' in . . . Myer Gensburg doing a noble job of handling the factory and sales and production and everything else . . . and smilin' pretty as those wires and phone calls advise him, "It's a moneymaker, Myer, one of the best yet produced" . . . ain't that nice to hear from your distribs, ain't it? . . . Well, well and well, my friend, Billy DeSelm, woke up and reported in . . . seems that Billy was busy entertainin' some of the many boys who called around at the United Mfg. Co. factory . . . and that this sorta kept him outa circulation for a while . . . anyway, Lou Cosalo of Rockford. Ill., was there and Norwood Veatch of St. Louis and lots of other guys (Billy was short on the phone because of the gang in his office) said he, "Wish we were in the new plant now, so's I could have more room to talk to you, but, believe me, these guys have got me hemmed in" . . . and I hear that Herb Oettinger (that music critique) was reviewing some Greek records this past week . . . where'd you learn Greek, Herb?

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Monte West of AMI just rolled into town and phoned us . . . said he had one helluva swell time out on the coast with the J. R. Moore gang . . . and that takes in Bill Schetter, Johnny Ruggiero, Helen Cusson, Ralph Perim, George Miller and all the gang up in Portland . . . and Portland is one swell place to be right now, too. That Spring blossom country is somethin' to see at this time of the year. . . . Lotsa the coinguys here verra much pleased over that 25 gees donated to one of Chicago's cancer clinics from the big Damon Runyon Fund and Walter Winchell having Dave Gottlieb and Myer Gensburg make the presentation (you'll read all about it on one of the news pages in this issue). . . . Larry Frankel from down Rock Island way, we hear, has his club goin' full blast these nites and is reported to be doin' one grand job. . . . What's with Gordon Sutton? . . . don't tell me he crashed that beautiful, new, big Bonanza of his, already? . . . anyway we ain't heard from this football tackler in some weeks now (Say, Gordon, next time you wanna play football with me—I'll take Art Garvey of Bally on my side. Art, y'know, used to be one of Notre Dame's greats and was All American, furthermore, one of the best tacklers the Bears ever had . . . so, watch out).

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Wanna know somethin' (you music guys) there's more Permo Points used in this town than all other phono needles combined . . . check that statement. . . . One guy I know very, very well is gettin' some gorgeous blondes together and is gonna have Ray Riehl of United take a picture of 'em in pin-ups (that means a hunk here and just a little hunk there) workin' on the new United plant . . . maybe excavatin' that hole in which Herb Oettinger is gonna make his offices way over on the northeast end of the place (How you like to take that pic, Ray?) . . . Watch for a big surprise announcement from Jim Mangan (Mangan & Eckland) he's gonna do somethin' which will help all the music guys. . . . Is John Chrest sick again? Can't get him on the phone. . . . Announcement of the William J. Burns International Detective Agency protection plan interests plenty of ops in this man's town . . . they've been phoning in for more info . . . and it looks like lots of 'em will be tieing in with this grand service. . . . George Ponser phones in from Cleveland to advise that . . . because of number of orders already taken . . . he's gonna put on a complete production shift for "Pro-Score" . . . George says, "Pro-Score is going over bigger than we even dreamed it would" . . . which is certainly very, very nice to hear these days.

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They tell me that Ray Moloney has become "expert" on Bally Bowler . . . so we're lookin' for this sweetheart to engage with him in a bout . . . on Bally Bowler . . . maybe we'll wind up with a quarter to the good yet . . . Who knows?

# THRU THE COIN CHUTE

# EASTERN FLASHES

Music took a big jump this week—both in sale of equipment, new and used, and in the operators' collections. Jobbers and distributors report that they have moved more music machines during the past week than for quite some time in the past. The arrival of nice warm spring weather is pointed to as the reason. A very interesting reaction to the effect of television on music machine business is the attitude of ops in this city. Having been the first to be adversely affected by the installation of television in bars and taverns, New York ops optimistically state that even with the improvement of the programs available, they are over the hump. They expect sports events to cut into their playing time this coming summer, but it has been thus for the past few years. Many expect to get more playing time, stating that the novelty has worn off in this city, and the juke box players will return to their habits of playing music machines.

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Al Siegel, Siegel Distributing Company, Wurlitzer's Canadian distributor, visits the big city for a few days. . . . Barney (Shugy) Sugerman, Runyon Sales Company, national distributor for Telomatic Corp., presented an analysis of commercial music routes which shows the average music op can add on commercial music to his present route and do a very profitable business. . . . Al Blendow, Blendow & Meyers, Inc., the new jobbing and distributing company, starts off with a tremendous bang. Specializing in the planning of complete arcades, and supplying arcade equipment, Blendow has been called out of town two and three days each week. With the many years he's spent doing just this type of work, Blendow is considered quite an expert.

* * *

Nat Cohn, Modern Music Sales Corp. (Aireon distributor) has a deal pending that will send a few hundred Aireon phonos to South America. . . . Meanwhile, Cohn can't seem to be able to fill the many local orders as rapidly as the ops would like. They've even taken his samples away from him. . . . Another Aireon distrib who is in for some fast action is Ralph Colucci of State Music Distributing Company, Hartford, Conn. Together with Ben Palastrant, regional sales managerr for the factory, Colucci has arranged a showing of the Aireon line to Connecticut ops. .The showing starts Tuesday, April 12, and ops will partake of the usual food, entertainmemnt and refreshments. This firm will run several other showings thruout the smaller cities of Connecticut.

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There was quite a gathering in the offices of Hymie Rosenberg, H. Rosenberg Company, one day this week. With Hymie playing host, the group consisted of Sol Gottlieb, D. Gottlieb & Company; Irv Morris, manager of the Newark, N. J. office of Active Amusement Machine Company; Ben Becker, Ben Becker Sales Company, regional sales representative of Bally Manufacturing Company; Dave Simon, regional sales representative of United Manufacturing Company; Willie Levey and Jack Semel, Supreme Distributors, Brooklyn, N. Y., distributors for Williams Manufacturing Company. The boys were relaxed and the conversation was on many general subjects—general coin machine subjects, that is.

Jack Mitnick, who for many years has been connected with Runyon Sales Company as sales manager, announced this week that he had resigned from the firm in order to take care of a coming venture. He'll notify the trade all about it soon. . . . Louis Broudo, one of the founders of Globe Printing Company, salesboard manufacturers, acquires all of the outstanding stock of the firm to become the sole owner. Otto "Goldy" Goldman, known to all coinmen, and long associated with Globe, was named "Managing Director. . . . Dave Lowy, Dave Lowy & Company, back from a three week vacation in Miami Beach, Fla., and without a question of doubt, the healthiest looking coinman in the city. Dave must have put on at least twenty pounds. Phil Mason, the other half of the firm, who had vacationed previously at Miami, ready for all action. Phil tells us that the music sales have shown a decided spurt.

* * *

A new handbook "Military Aspects of Industrial Mobilization", just issued by the government, lists a cut in the manufacture of coin machines at 89% in the event of war. . . . Hirsh de LaViez, Washington, D. C. and Joe Eisen of New York City, have joined forces with The Coin Machine Operators of America, Inc., Washington, D. C., which is offering the William J. Burns International Detective Agency protection for the coin machine trade. . . . Phil Gould expects to be ready to open his new tremendous arcade "Pleasureland" at Coney Island, Brooklyn, N. Y. by the end of May. . . . Mike Munves probably the busiest coinman in the city—what with personally talking over arcade plans with all his visitors and jumping out to both established and new arcades thruout the area.

* * *

Joe Young and Dan Kipnis, Young Distributing Company, Wurlitzer distributors here, tell us they'll have an important announcement to make within a week or so. . . . Joe Munves, Economy Supply Company, keeps adding many items to his already large selection of parts and supplies. "It's a good thing I have a retentive memory" claims Joe "as there are, or seems to be, thousands and thousands of parts." . . . Barney (Shugy) Sugerman catches up with a severe cold, and is forced to stay home in bed for several days. . . . It was nice to see the ever pleasant, smiling face of "Kempy" Kempler, Runyon's field salesman, who was back in the New York offices for a few days. . . . Max Levine, Scientific Machine Corporation, Brooklyn, N. Y., finding it hard to keep up with the orders for the "hit" baseball game "Pitch 'Em & Catch 'Em", and the ever popular "Pokerinos".

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Dave Stern and Irv Orenstein, Seacoast Distributors, Inc., Newark, N. J., clearing up their music inventory, and selling plenty of used machines. Dave reports that the Jersey ops have begun to buy the Rock-Ola "Magic-Glo" in good quantities. . . . Charlie Aronson and Bill Alberg, Brooklyn Amusement Machine Company, Brooklyn, N. Y. report that the good spring weather evidently brought out the ops and arcade men, as they've been getting many orders for Evans' "Bat-A-Ball". . . . Al Simon getting ready to open his new offices and display rooms on West 42nd Street, just off Tenth Avenue. Simon is regional representative for Chicago Coin Machine Company.

# THRU THE COIN CHUTE

# CALIFORNIA CLIPPINGS

With scheduled hearings on several brands of rolldowns put off from April 2 to April 26 and a 30 to 45 day wait before the appeal on last week's verdict against other rolldowns, local distribs and ops are uniting in an all-out legal effort to stop the eager bluecoats from confiscating games . . . Their legal lights think this may be accomplished as Los Angeles is a town where you can slap an injunction for or agin' almost anything . . . Meanwhile city ops are knuckling down on their music equipment and filling in with sideline items pending a return to normal and better . . . County action and out of state fortunately holding its pace so that distribs are not singing the blues any louder than usual . . . Take Charlie Fulcher—and this is not a takeoff on the pop tune "He's Too Fat For Me"—the Mills' man says, "Things are looking good," waving his shiny new Optimist card around and about the place . . . A fellow optimist by the name of George Warner over at Automatic Games was in similar spirit . . . Said Genial George (no relation to Gorgeous George), "We got nothing to cry about . . . out of state biz keeps that glow in our eyes" . . . Bill Williams out and Tennessee on the verge of same . . . New shipment expected from son Harry's Chi plant.

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Lyn Brown figures to tide himself over the gap by plugging Penn shuffleboard . . . The "rolldown king" says the non-coin item promises to fill in nicely for ops with bar locations on a 50-50 deal . . . Next door at Pacific Coast Distribs, Len Micon's son, Arnold, reports that Genco's Trade Winds are blowing in from the factory and blowing right out on location . . . Paul Laymon was out when we were in, but his man Charlie says, "Gold Cup looks like a gold mine from where I sit" . . . He was sitting right on top of one of the Bally beauties . . . so he oughta know . . . Here's news . . . and it's good . . . Nels Nelsen of M. S. Wolf is as proud and happy as if he just gave birth all on his own . . . The new, long awaited arrival is the AMI 40 selector box, and music ops are really beating a path to the Wolf doors . . . Bill Wolf was San Francisco bound at time . . . Bud Parr of General Music Co. back from San Diego and Fred Gaunt ready to swing through Imperial Valley for same purpose of extolling greater glories of Rock-ola's "Magic-Glo."

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Leonard Baskfield, general manager of E. T. Mapes plant, down from 'Frisco (apologies to the natives but San Francisco takes up so much space) . . . Visited with Ray Powers and gang at local distrib point and beamed at Filben music box' fine pace . . . E. T. M. now at his Modesto ranch enjoying California after his extensive South American travels . . . W. R. Happel Jr. of Badger Sales says of new Keeney electric cig machine, "Everything doctor and ops ordered" . . . Jack Gutshall of firm bearing Jack Gutshall sounded like a man with nothing but sweet music on his mind . . . New shipmnt of Packard boxes in and moving right out in a line . . . Jack is really looking forward to his new neighbors and plenty more music when Exclusive Records Distributors, Inc. moves next door to him within few weeks . . . The Leon René outfit hopping over from Vermont St. location to larger quarters . . . Exclusive's Advertising Manager, Charlie Craig, has left the company, we understand . . . Don't know what his plans are, but the best of everything to him.

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By way of making up for any previous lack of material on Exclusive, here's another item of note . . . Franklin Kort, Rene's national sales mgr. and gen'l mgr. West Coast Division, now on nation-wide goodwill tour in line with sales promotion campaign for dealers and distribs . . . Kort will be away six weeks letting the customers know about Exclusive's three-year backlog . . . Capitol, whose Johnny Mercer is the busiest artist-exec in show business, gives out this week with a fine lot of literature on the activities and whereabouts of their talent parade . . . Most of it belongs in some other column than this one but worthy of note is Gordon MacRae whose monicker is just really starting to woo the buffalo . . . Gordon looks like a sure comer in several departments . . . Now hitting his stride on radio, with a show following Crosby's (Bing, that is), the singer is set for star billing in a pic called "Silver Lining" out at Warners . . . On him, it reads like a good title . . . Nellie Lutcher and brother Joe are currently reunioning during her appearance at that city's Oriental Theater, the Capitol gab sheet says . . . not even mentioning that her "Fine Brown Frame" has achieved the not too common distinction of scoring on general charts as well as race lists during past few weeks.

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Capitol last week cut its first "major recording" since ban . . . It's another instrumentaless two-sider, featuring The Sportsmen in "Toolie Oolie Doolie" and "If You'll Be True, Dear" . . . Slated for immediate release. Disc will have the boys accompanying themselves through rerecording four parts onto original track for orchestral effect . . . This month's start saw big huddle of Capitol's top artists (Colonna, MacRae, Martha Tilton, etc.) and execs in Salt Lake City in conjunction with Mountain States Distributors, inc. . . . Over 600 dealers attended the meeting . . . Leo Mesner of Aladdin back in town after what he conservatively terms "a successful trip" cross-country . . . Brother Eddie is out these days scouting around the Avenue and points west for some of that fine talent that he's so good at scouting . . . News from Modern Records is the traveling Biharis are all together at home base in Beverly Hills with Joe in from New York, Jules standing by and Roz waiting her cue to take off for Gotham.

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Art Rupe of Specialty abubbling over with joy at his two-headed wonder, "You Don't Love Me" and "Extemporaneous Boogie" . . . The Camille Howard platter is enjoying unprecedented dual success on the Avenue and promising to do same in other cities . . . Specialty's new sales mgr. John Davis now in Texas and reports good reception for Howard and fellow artists . . . Baltimore and Washington, D. C. two other cities heading towards 50,000 mark on Camille's disc . . . Bill McCall of 4-Star Records in East on business but his sales mgr. Don Pierce scores plug for T-Texas Tyler, of "Deck Of Cards" fame, due to head big show in D. C. Constitution Hall April 17 . . . Then comes four week tour at $1,000 per and an appearance on radio's Grand Old Op'ry . . . Sylvester Cross of American Music Co. a hard working, proud and happy guy with three of nation's top novelty tunes: "Slap 'Er Down Agin, Paw," "Never Trust a Man" and "Deck of Cards" . . . Robert Gordon of Van-Es Records reveals Barclay Allen about to start eight months tour of U.S. following hit engagement at Ciro's . . . Tour ties in nicely with release of "Tea For Two" and gives further boost to "Loch Lomond" and "Muchachita" . . . Time and again it's proved that a personal appearance spells coin on a town's music boxes . . . Gordon reports several distrib spots still open for Van-Es product.

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Les Jaffe of Mercury offers preview tip to ops: Be on alert for Vic Damone's "Haunted Heart" . . . Nothing weak about it for jukes, says he . . . Ralph Bass, publicist for Charley Washburn's Coast Records tells us outfit has taken over Lorry Raines' Publicity label discs "I Remember April," "I Cover the Waterfront" and sundry . . . Understand that Coast may have announcement of legal interest shortly re contested big name star contract with a major record firm . . . Got first earful of Red Ingle's "Cigareets, Whusgy and Wild Wimmen" this week . . . It's a killer.

# MINNEAPOLIS

Hy-G Music Company held a very successful showing at the Tropical Room of the Dyckman Hotel Wednesday, March 31, to Saturday, April 3, 1948, to the show and people the Select-O-Matic 200 Library. Bob Murphy and Cedric Adams, columnists of the Minneapolis Star, wrote columns praising the Seeburg Select-O-Matic "200" Library. HY-G Music Company reports that this has been one of the most outstanding shows. Operators throughout the entire Northwest made it a point to be in Minneapolis during one of the days of the showing in order to see the Select-O-Matic "200" Library.

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L. S. Vangen, 3717 York Avenue North, Minneapolis, back on the job again, after spending a very happy two months' vacation in Mexico. . . . M. M. (Doc) Berenson, former owner and operator of the Minneapolis Machine Company, Minneapolis, has opened a very exclusive Men's Shop. The name of it is "The London Shop." . . . Ben Jahnke of Hutchinson, Minnesota, and his mechanic, Ernie Haberman, spent the day at the Tropical Room at the Dyckman Hotel just watching the Select-O-Matic "200" Library work. . . . Elmer Pederson and a party of four from Hastings, Minnesota, took time out to visit the Sportsman's Show.

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Andrew Markfelder of Staples, Minnesota, in town for the day making the rounds. . . . Bill Hattlestad of Cottonwood, Minnesota, stopped off in Minneapolis, his first visit since last fall. . . . Archie La Beau of the La Beau Novelty Company, St. Paul, Minnesota, in Chicago for the week on business. . . . Billy Cohen of the Silent Sales Company back at his desk and very tan looking after spending two months at Phoenix, Ariz. . . . SCOOP! . . . The Al Plotnick's, 1025 North Logan, Minneapolis, are "expecting" sometime this summer. Al is a very likable operator who just recently went into business for himself.

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Bob Westrum and his father-in-law Van Middlemas of Bismarck, North Dakota, drove into Minneapolis and went back with a trailer full of Watling Scales. . . . Fred Norberg of the C & N Sales Company, Mankato, Minnesota, is at the Mayo Clinic for a checkup. Fred has been working very hard and commuting quite often between offices at Mankato and Indiana. . . . Charlie Gumm, former operator of Bloomer, Wisconsin, and now owner of a very large mink farm, had his picture taken by the Minneapolis Morning Tribune shaking hands with Governor Dewey. The Governor was on a campaign tour, and it looks like Charlie is very much in politics.

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Greg Mraz of Brainerd, Minnesota, in town for a few days visiting several of the distributors in the Twin Cities. . . . Joe Topic, of the Scott Novelty Company, Shakopee, Minnesota, down in Texas, looking over some orange groves that he may purchase. . . . Lou Granite of Shippewa Falls, Wisconsin, formerly in the business and later in popcorn has sold out and is now a gentleman of leisure, looking for something new. . . . Jim Rooney of Chippewa Falls, Wisconsin, is back on his feet again after being laid up for several months with a fractured ankle.

# ST. LOUIS

A surprise announcement this week in St. Louis was the opening of Martin Acceptance Company on Grand Avenue. At the helm was none other than Martin Balensiefer, veteran operator, distributor, manufacturer, and now "financier" in the juke box field. Many operators will remember Marty when he was a sparkplug in the old Associated Phonograph Owners of St. Louis, as well as a Wurlitzer distributor with offices on Market St. opposite the city auditorium.

A visitor who was welcomed on Rock-Ola routes during the week was H. W. Graham, Rock-Ola Chicago representative, who was at bat to help ops out with service and installation problems. There has been an epidemic of electrical troubles during the past month, say county ops, far from transformer service.

Gladys Baumann, whose cheery smile was a welcome sight over the books at Ideal Novelty Company has resigned, much to the trade's regret. Much housework ahead.

Big event of the month was the March meeting of the Mis-Souri Amusement Machine Association, which held one of the most important pow-wow's of the past two years at the Claridge Hotel. Main topic was the surprising success of "co-operative closed competition," reports President Lou Morris of Morris Novelty Company.

Under this plan, whereby the larger ops with extensive investments in the field, maintain the same rates at similar locations, almost non-existent profits are becoming visible again.

"We believe that a more healthy condition on the routes will amount to a fine public relations campaign" says Dave Monahan, secretary of the association.

"We can't hide from ourselves the fact that there is little or no new blood coming into the industry. If the news gets around that the business is profitable again, we'll stand more chance."

It is also noticeable, say the top men, that claim jumping has almost ceased.

"The big operators will show the way for the newcomers," Dave said, in closing.

Visitors in St. Louis included Rudy Falk of Bowling Green, Mo., Fred Weale of Farina, Ill., Fred Shelton from Jefferson City, and Jewett Cook of Cook Music Company in Centralia.

Del Veath of VP Distributing Company has been commuting back and forth between St. Louis and Chicago again. Sales on Williams "Tennessee" are running high, which necessitated "on the spot" dealings, says popular Del. VP is turning out a lot of flipper remodeling jobs on pin games as well.

# NEW ORLEANS

John Lester, who's got one of the best read columns in town, writes, "About 75% of New Orleans' music box operators are hitting it tough because prices in their field have gone up between 150 and 300 per cent in the last several seasons. (The boxes, themselves, for example, once cost about $300, now cost about $1,000.) Beginning April 12 a small weekly service charge will go into effect . . ." . . . which is, indeed, very nice support for the new music organization here. . . . Antonio Bologna, partner in New Orleans Amusement Co., will marry Miss Anna Duclos . . . April 11 . . . the couple will leave immediately for a 45-day honeymoon which will take them from New York to California. Santo DiFatta will act as best man. He's the other partner in the biz.

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Lee Meekley of Crowley, La., was a recent visitor to the one stop coin machine co. . . . and bought puhlenty, but puhlenty of merchandise. . . . By the way . . . that gal you guys have been seein' at the One Stop Coin Co. . . . is Carolyn McDonough . . . nice, huh? . . . say, I'm in a rut with this "One Stop" . . . hear that Charles Esteves was named "route superintendent" there. . . . Another visitor to Nola this past week . . . Earl John, also of Crowley, La. . . . seems like biz is good in Crowley. . . . Morris Savoie of LaRose, La., also visitin' around our town and likin' it. . . . Dan Cohen tells me that the juke box organization is now fully under way, completely organized, and that the weekly fee is only two bucks . . . which will go into effect . . . maybe even this week.

---

Johnny Bertucci . . . in and out of town . . . in a seemingly big hurry this past week. . . . Employees of Dixie Coin Machine Co. sure did enjoy that fishin' trip in the Gulf waters this past week, from what they tell me. . . . Ben Neubauer burst into town this past week from Thibidaux, La., and had himself a good time lookin' over thisa and thata. . . . M. Crowe, Carl Daniels and Earl Johns all popped in from Crowley (my, goodness, how many people are there in Crowley anyway?) . . . Mel Stout in from Boyaluso and enjoyin' himself in town this past week. . . . And Clarence Sanchez from White Castle, La., also popped into town . . . Whaddayaknow . . . all the way from L. A. . . . Al Silberman and B. Wentworth . . . talking all about Adams-Fairfax Corp. machines.

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Ben Ragusa from Baton Rouge also in our town this past week for some hours. . . . Ed Hollifield reports that it's almost "impossible" to keep enough of those Jewel Bells on hand . . . and there's a story about Ed's janitor askin' about removin' a serial number after he'd done some cleaning about . . . which is mighty interesting . . . and which proves that this firm does business with the cards dealt face up. . . . Jules Peres' new building is at last beginning to take shape . . . from what we can see now it's goin' to be one of the most modern buildings on New Orleans' famed coinrow.

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*with New*

## "DOUBLE-DOUBLE" BONUS FEATURE

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✓ **New Automatic Shuffle**

✓ **To Play Replays Press Button**

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REPLAY

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# NEW Bally ONE-BALL MULTIPLE

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FREE PLAY

## TROPHY
AUTOMATIC

PROFIT PROVED HORSESHOE FLASH

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## NEW "FAN" FLASH

(ALL SEVEN SELECTIONS LITE UP)

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Operators hail the new FAN FLASH as the strongest EX NICKELS MAGNET ever built into a one-ball game. l play up to 6, 8 or 10 coins per game. Get GOLD CU TROPHY on location and earn biggest one-ball profits in h

# BALLERINA

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ELECTRIC-OPERATED
*Kicker-Bumper*
BUTTONS
ON EACH SIDE OF CABINET

## *Kicker-Bumpers*
CONTROLLED BY PLAYER

## *New Double Bonus*
7 WAYS TO SET UP BONUS — 5,000 AND 25,000

## *Last Ball Suspense*
INSURED BY KICK-BACK POCKET AT BOTTOM OF BO

*5 Kick-out Holes*
*3 Saucer Holes*
*High Scores*

*Guaranteed Mechanically Rig*

**A BALLY GAME FOR EVERY SPOT**

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DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

# THE CASH BOX

THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY

Vol. 9, No. 30
April 24, 1948



## *Now...* BETTER MUSIC *that means* BIGGER PROFITS FROM WURLITZER 1100s

ZENITH COBRA TONE ARM

**Records played over 2000 times retain 95% fidelity... (test it yourself!)**

Selling music is much like selling anything else. The better the quality the bigger the sales.

That's why the pace-setting new Wurlitzers have the power to make people play them over and over again. Only from Wurlitzers, with the famous Zenith Cobra Tone Arm, can you hear tone so sparkling, so natural that it's like hearing the artists in person!

And with conventional pickups, record fidelity starts to fall off at from 50 to 300 plays—and falls off FAST. With the Zenith Cobra Tone Arm, records still have 95% fidelity after 2000 plays.

With less than ⅔ ounce pressure on the record, the Zenith Cobra Tone Arm reduces record surface noise, prolongs record life. Yet it faithfully reproduces the finest modulations, produces clear-as-a-bell tone that sets new high standards for recorded music.

Replace your old phonographs that take in too little, cost too much to service. Trade them in on Wurlitzer 1100s. Put your route on a good profit paying basis by moving a better paying phonograph into every location.

Ask your Wurlitzer Distributor about the

**GENEROUS TRADE-IN ALLOWANCES**

**on your old phonographs**

**EASY TERMS ON WURLITZER 1100s**

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OFFICES IN PRINCIPAL CITIES OF THE WORLD

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## The Coin Machine Operators of America, Inc.

1309 NEW JERSEY AVENUE, N. W. WASHINGTON 1, D. C.

(PHONE: HOBART 3170)

# THE CASH BOX

*"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"*

***THE CASH BOX* IS THE OPERATOR'S MAGAZINE—IT IS NOT SOLD ON NEWSSTANDS**

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THE CASH BOX exclusively covers the coin machine industry, including operators, jobbers, distributors and manufacturers, and all those allied to automatic coin operated music equipment; automatic coin operated vending machines and service machines as well as all coin operated amusement equipment; the music and record business, recording artists and publishers of music; and all others in any fashion identified or allied to the coin operated machine industry as well as all finance firms, banks and other financial institutions expressly interested in the financing of coin operated equipment of all types.

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# MUSIC OPERATORS!

## SHOW THIS PAGE TO YOUR LOCATION OWNERS!

Read the article that appears on the opposite page (Page 5) of this issue. Remember, many of your location owners are today paying for their television receivers with the profits they are earning from your juke boxes. After you read the article on Page 5 you will know why this new, graduated percentage scale commission basis (which saved the cigarette machine operators some years ago) has met with so much approval among the nation's automatic music leaders. As a music machine operator, use this page today. Show it to your location owners. Change to the new graduated percentage scale commission basis shown here, beginning June 1, 1948, and enjoy profits again.

# Official Notice

## BEGINNING ON

# June 1, 1948

**THE ENTIRE AUTOMATIC MUSIC INDUSTRY OF AMERCA WILL, BY OFFICIAL REQUEST, ADOPT THE NEW, GRADUATED, PERCENTAGE COMMISSION BASIS FOR ALL LOCATIONS.**

## GRADUATED PERCENTAGE COMMISSION SCALE BETWEEN AUTOMATIC MUSIC OPERATORS AND LOCATION OWNERS

### BASED ON GROSS WEEKLY COLLECTIONS

### Beginning on June 1, 1948

| AMOUNT OF GROSS WEEKLY COLLECTION | COMMISSION PERCENTAGE TO BE PAID |
|---|---|
| Under $10.00 Per Week | 0% |
| $10.00 to $24.95 | 20% |
| $25.00 to $39.95 | 25% |
| $40.00 to $59.95 | 30% |
| $60.00 to $79.95 | 35% |
| $80.00 to $99.95 | 40% |
| $100.00 and Over | 50% |

*

* THE ABOVE GRADUATED PERCENTAGE COMMISSION SCALE HAS BEEN COMPILED BY: *The Cash Box*, 381 Fourth Avenue, New York 16, N. Y., "The Confidential Weekly of the Coin Operated Machine Industry," FROM REPORTS OF THE LEADING MEMBERS OF AUTOMATIC MUSIC INDUSTRY OF AMERICA.

# WHAT'S WRONG WITH MUSIC?

NEW YORK—There's been a lot of talk everywhere in the nation about, "What's wrong with music?" and every answer has been different.

There's nothing wrong with music that a better commission arrangement for the average operator won't cure.

Whether it's 10c a play, a 75%-25% commission basis, $10 or $15 per week front money guarantee, or, best of all, a graduated percentage commission scale, just like the cigarette machine operators use, or whatever other arrangement the operator may decide upon in keeping with the individual problems with which he is confronted in his territory, he absolutely must change his present (50%-50%) commission basis—or else.

For over five years now, as is well known thruout the entire automatic music industry, *The Cash Box* has urged music ops to change to a more equitable commission basis, so that they will survive whatever slump business periods come along and, at the same time, continue operating their music equipment profitably.

There are some in the industry who state that phonos are finished as profitable operating equipment. These men compare the modern juke box, at this present moment, to the old time automatic piano.

"Just like the piano faded out of the picture, to eventually be replaced by the modern juke box," they say, "so has the time arrived when the juke box must be replaced by some other musical instrument which will prove profitable to operate."

Others point to those cities where television has cut deeply into the take and claim that this summer, and probably the summers (and winters) yet to come, will absolutely wipe out any possibility of profit for the juke box operator.

"With baseball games being televized," they claim, "even afternoon and evening play is ruined during the summer. And," they further state, "with Petrillo agreeing to allow his musicians to play for the telecasters, this means better music programs and more of them, so that this, too, will help finish off the juke boxes."

In short, these pessimists look at everything else, talk about everything else, but, their own inefficiency. They're just like the carpenter who blames his tools for a poor job. Like the painter who blames his brushes. But, none of them take the time to study, and to blame themselves, for their present poor business situation.

Not one of these men has come to the fore and stated that he is making the greatest mistake in all his business history by giving the storekeepers 50 per cent of the gross intake from his equipment.

Even when one of these men at last condescends that his own method of operation is all wrong, he then blames this on the competition with which he is faced. In short, if his competitors wish to pay locations 50 per cent commission, and thereby commit business suicide he, too, must do so.

No, there's nothing wrong with the automatic music business that a better commission arrangement won't cure.

It simply requires forceful and intelligent salesmanship on the part of the average phono operator to prove to his locations that he can no longer continue to operate profitably on a 50%-50% commission basis.

That such a basis isn't equitable. That the cost of automatic music parts and supplies have risen over 250 per cent. That the cost of new equipment has risen far over 150 per cent, and continues to go even higher as materials become scarcer and labor wages go up.

It simply means that either the operator increases the cost of each play, to equal the increases which he is enduring, and to combat the inflationary era with which he is faced, or changes his commission arrangement so that he can continue to do business profitably.

One noted phono op stated, "There's no reason in the world why we should even give the average location any commission at all. Or," he continued, "why we don't work out a graduating commission scale, as you recommended sometime ago, like the cigarette machine operators and many other merchandiser operators use. This," he claims, "is the solution to the automatic music business."

He's right in many regards. This is a service industry. It renders one of the most pleasing services ever brought to the American public—bringing music which helps to stimulate sales of the basic merchandise the location owner features.

Surely, location owner after location owner has proved that he could, would, and did, purchase a television receiver, when he found this expense necessary to the continuance of good business relationship with his trade. This is all expense to him. No profit.

There is no doubt that many operators everywhere in the nation enjoy locations where they pay absolutely no commission. Therefore, there is a possibility that other operators may be able to convince a great many more poor paying locations that no commission can be paid at this time, and especially under present business conditions.

But, that being rather difficult to convey to the average location today, because of the poor business conditions being endured by the locations themselves, the average location owner will, and must, be made to agree that the operator should get a more equitable share of the intake from the automatic music equipment.

The entire music situation today resolves itself down to one basic factor—a better commission arrangement. A commission arrangement which will pay the location owner a graduating percentage scale, depending upon how much money the automatic music equipment takes in each week.

Unless this sort of method is nationally adopted and backed by the sales power and economic force of the manufacturers and distributors, then the automatic music business will continue to slide downward, and the result will be that sales will be cut into deeper and deeper as time goes by.

This is, then, the time when all factors in the automatic music industry must come together in one potent, fighting, educational force to help the nation's automatic music operators to arrange for a better commission basis so that once again they will be operating their equipment profitably.

Evading the issue won't do the job. Continuing to neglect the basic cause of the business slump in automatic music, is like the ostrich burying only his head in the sand.

Regardless of whether the forthcoming lack of materials to build music machines creates a boom in the market or not, the answer remains that the field cannot be stimulated unless its members realize that the real problem is the fact that the operator is not getting a decent share of the intake from his machines to make it profitable for him to continue in the automatic music business.

The manufacturers and distributors realize this. The operators themselves are at the lowest point they have ever reached; gloomier, more pessimistic than they have ever before been.

This is the time when the power forces in the field should get together to point the correct path for a more equitable (a graduated percentage commission scale) arrangement between the operators and the location owners.

The result can mean a complete revival of the industry, just as there was in the cigarette machine business when this type of a commission basis was adopted, and all will prosper again.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
IT IS NOT SOLD ON NEWSSTANDS.

# HOW TO MAKE A MILLION DOLLARS

## Bring Cointrade New Product That Will Win Public's Approval and Get Big Play. Ops Need Something That Will Do What First Pin Games and Juke Boxes Did for Biz in '30s.

NEW YORK—Wanna make a million dollars? Sounds kind of silly to ask anyone this question. Especially these days.

But, there's every possibility for someone to make a million in the coin machine industry. If that person can bring in some new idea, some new product, that will return the same sort of boom times produced by the first pinballs and phonos back in the early '30s.

And there's no doubt that someone is going to present something new and entirely different to the coin machine industry.

Usually it's someone who, because of adversities, is forced to build something onto something to keep on going with whatever old equipment he has on hand. And, he usually builds it, in crude form, either in his cellar or in his attic workshop. And then—a new industry starts to boom.

Someone stated that somehow, somewhere, somebody was going to come along with an entirely new and different and better idea in the automatic music business. Whether it would tie in television, or make records do something new, no one, as yet, seems to know. But, everyone expects it.

The same holds true in the games field. Every amusement machine operator believes that there will be someone (soon) coming out with something entirely different, at an unusually attractive price, which will do everything that has been done by every type of amusement product which has so far been built, and which will zoom the amusement machine business to new high peaks.

Whatever it is, and from wherever it comes, it means that someone can make a million dollars — presenting that new and better idea to the coin machine industry.

There are men who are of the belief that the time has arrived when something entirely new is required of this industry. That someone should change whatever type equipment now exists and create a new product which will start a boom, and zoom the coin machine business to new heights.

Everything is possible—even the making of a million dollars—and fast—if someone will come up with the necessary idea to bring about the new boom for coin operated equipment—right now—when most needed.

So, when we started off with, "wanna make a million dollars?", perhaps now it doesn't sound silly. Perhaps the members of this field will put on their thinking caps, invest the few dollars in speculative enterprise that is necessary, and plunge into the plan to bring this field something as entirely different as was the pinball game in the '30s or the modern automatic phono in '34.

There are many today who are experimenting with television - phono combinations. Perhaps one of these may yet be the answer. Who is there to say it won't?

Perhaps, too, there is someone right now operating machines with some home-made gadget which is bringing in the coin, and which he doesn't know, or can't believe, is "the new" product.

It's time to keep eyes and ears open. It's time to look about. To note just exactly what the public is going for at this time. To bring to a head something that might have been started years ago and which was never finished.

Whatever the product; whatever the idea; it may make the inventor and the merchandiser a million dollars.

It will, too, revive the entire industry. It will bring into being new ideas and those are just the things which keep an industry going. Which make it prosper and grow greater. Which cause it to lead the field as the coin machine business has been leading the entertainment industries for some years now.

Someone stated that the average theatre is now also feeling the brunt of telecast programs. That these theatres find their houses empty when a big fight is under way, or when some other extraordinary sporting event is taking place. The theatres are working hard to overcome whatever effect television may have on them.

And the nation's juke box operators, at least those in territories where television is now kicking deeper into their take, are eagerly searching for something which will also overcome television's effects on their collections.

Therefore, to some ingenious individual, there's a tremendous opportunity. A million dollars for the idea and its manufacture. The item that will instantly gain public interest and approval and that will zoom collections everywhere in the country.

It's not impossible. It's been done before. Many times. Therefore, whoever wants to get into it now should do so immediately — for this is the most opportune time which may face his possibilities for the pot of gold at the end of the dollar rainbow—that million dollars he wants.

Someone, somewhere, has the idea. It's up to him and his people to bring it forth. The nation's coin machine industry eagerly awaits it.

We hope, all of us, that it will prove just as great an item as did pinball and phonos in the early '30s and we further hope that he will bring it out very, very soon. The million dollars awaits him for his ingenuity and his progressiveness as well as his merchandising ability.

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